September 1960

The Office

Magazine of Management · Equipment · Methods

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Planning Meetings

Work Measurement

Office Heating

Soviet Computers

Learn About Women

Peg Strip Accounting

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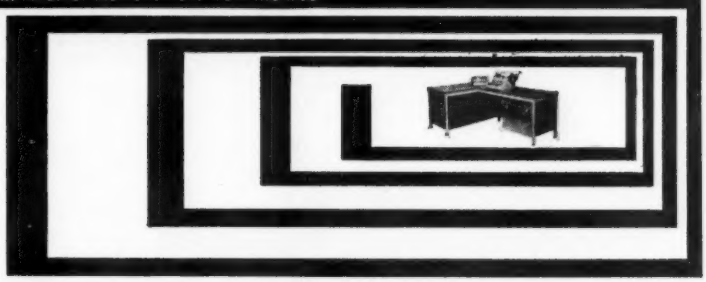

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The Office
Magazine of Management · Equipment · Methods

SEPTEMBER, 1960
VOL. 52, NO. 3

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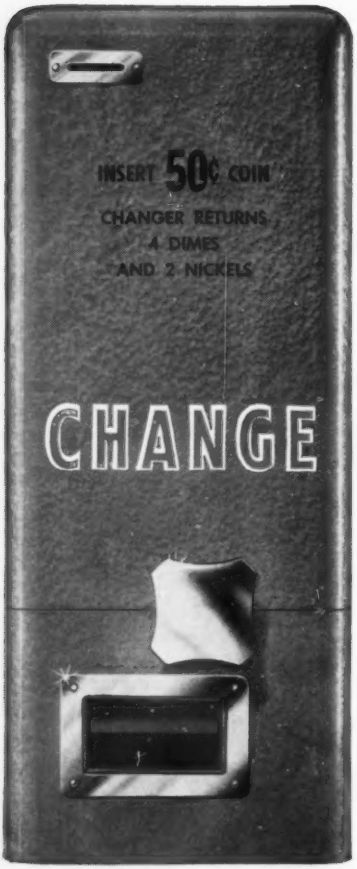

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For More Information Circle No. 213

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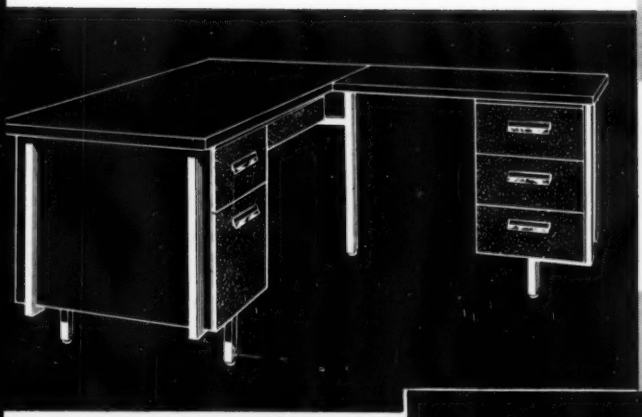
Which desk goes better in your offices?



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POSTAGE METER

Made by the leading manufacturer of mailing machines . . . 139 branch offices.

For More Information Circle No. 350

How We Saved on Stationery Supplies

WILLIAM A. WEISER, Systems Analyst, Reaction Motors Div., Thiokol Chemical Corp., Denville, N. J.

OUR DIVISION, between 1955 and 1960, expanded till its original work force was tripled. Management recognized that a program for the control of office costs would pay off handsomely. One of the areas investigated was stationery and forms. In this area alone, $25,000 was saved from 1956-59. Here is how in ten simple steps:

Step 1. Conduct a Drive to Reduce Stocks. A drive was publicized and conducted in all areas of the company to collect surplus and overstocked stationery and forms from the actual users. As a result, 12 large packing boxes of reusable stock were accumulated. The most important result of this survey was the feeling by employees contacted that they had contributed to a tangible saving for the company. Most employees participated gladly and continue to do so by keeping withdrawals to a minimum and returning surplus inventory to the stockroom. The drive is being maintained and all areas are surveyed informally at least once a year. A simple form will rate the various areas on housekeeping and list the amounts and types of office equipment, space and stationery in each area. From this information surplus equipment and supplies can readily be identified.

Step 2. Eliminate Marginal Stock Items. On the first attempt to reduce the total number of marginal stock items, 83 unused and slow moving items were eliminated. Since then 20 more items have been added to this list. This did not include approximately 100 forms which had become obsolete and were scrapped. Several costly items had been carried for no apparent reason except that way back in the early days somebody had wanted it that way. For example, pen-and-ink sets were replaced by ballpens at an approximate saving of $2.50 per replaced set. An expensive imitation leather ledger which was being used as a log book was replaced by a cheap but serviceable board bound copy book at a savings of $3.50 per book. Usable surplus paper and forms were cut and reissued as scratch pads.

Step 3. Maintain a List of Standard Stock Items. Once the list of discontinued items of stationery was determined, a new list of approximately 218 standard stock items was prepared and distributed to those employees who withdrew stock. Employees were required to use the standard nomenclature of the list when presenting withdrawal slips.

Step 4. Place Bulk Items on Contract Purchase. The greatest saving can be made by use of contract purchases

Two Ways to Requisition Supplies

1.

BLOND. *(Fluttering eyelashes)* "I need some paper."

STOCK CLERK. *(Suitably impressed)* "What size?"

BLOND. *(Waving hands)* "About this big."

STOCK CLERK. "You mean 8½ x 11?"

BLOND. "Uh-huh."

STOCK CLERK. *(Beginning to tire)* "Punched or unpunched?"

BLOND. "Oh, I guess unpunched."

STOCK CLERK. "Regular bond or mimeograph?"

BLOND. "Regular . . . I guess."

STATIONERY STOCK ROOM WITHDRAWAL

QUANTITY	FORM NO.	DESCRIPTION	COST
100	-	Card - Index 3 x 5	
100	-	Ditto Master 11 x 17	
50	-	Envelopes - Pay Check - Window	
25	ADM 12	Personnel Transaction Forms	
1 pair	-	Book Ends Metal - Green	
1	-	Desk Blotter 24 x 38	
		TOTAL COST	

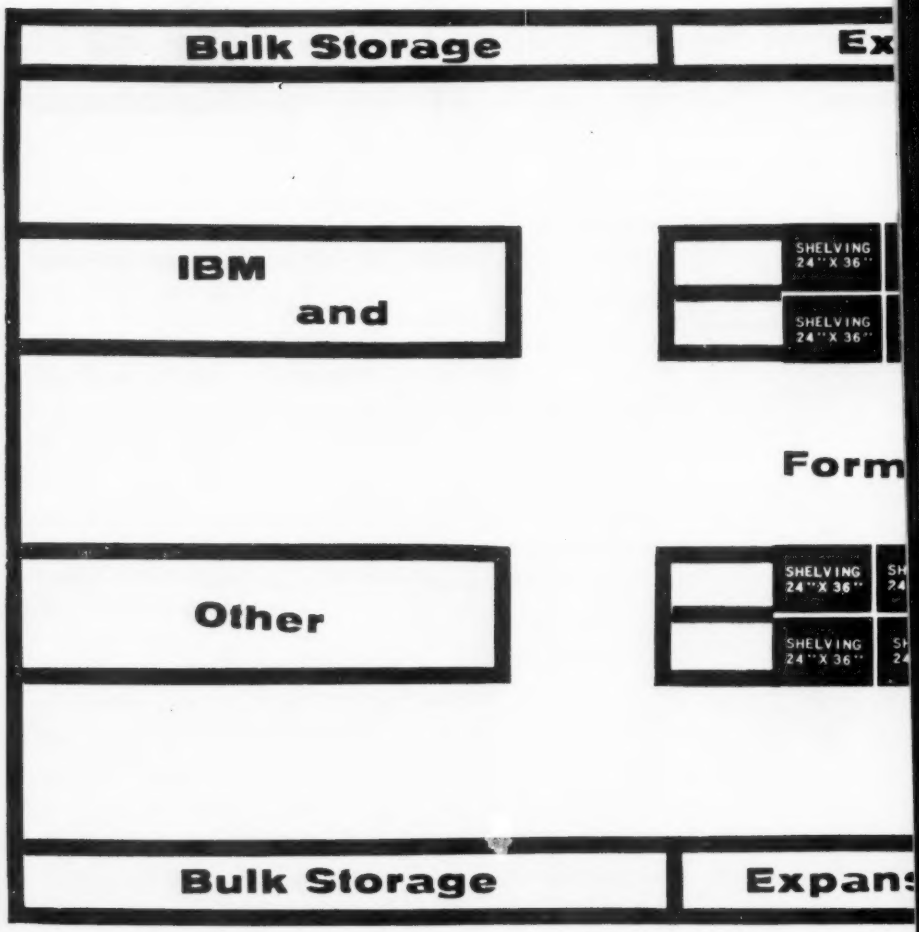
AUTHORIZED BY:	DEPT	MATERIAL RECEIVED BY (PLEASE PRINT)	DATE
W A Wiener	860	Eileen Johnson	7/26/6

RMI ADM 113

2.

Employees are required to use standardized nomenclature on a stationery requisition form which carries an authority signature and name of employee receiving material. Cost figures are added later for control purposes.

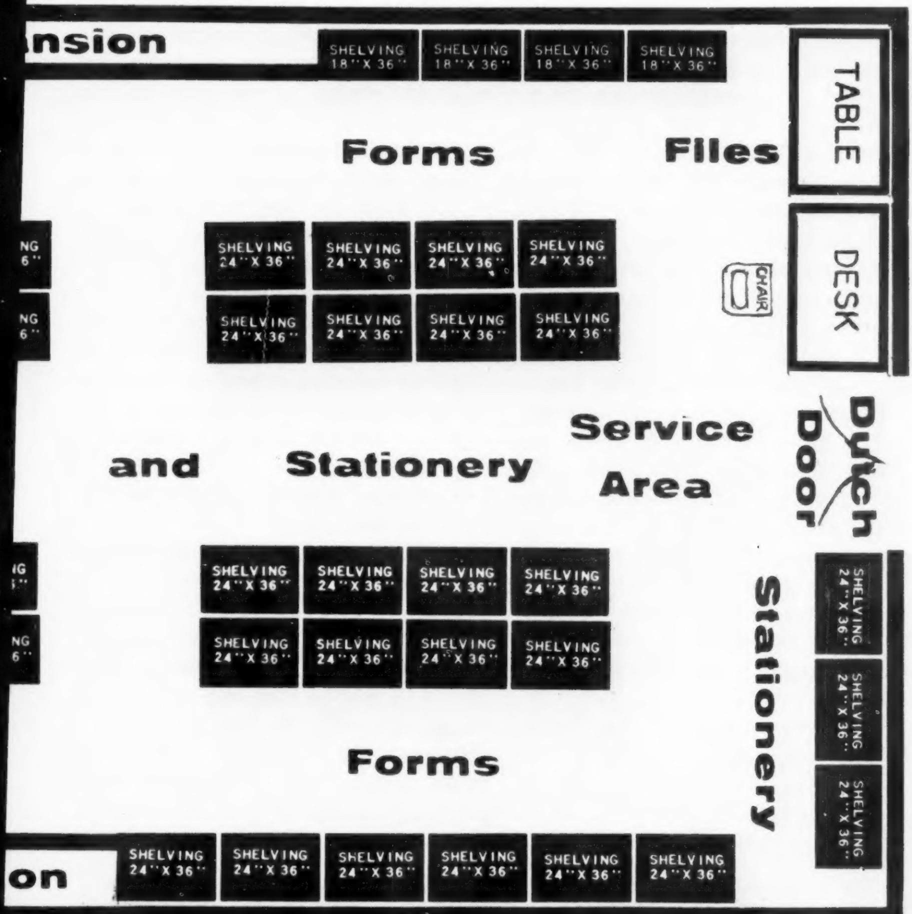
for stationery items. The minimum reordering point, established by past records of usage, ordering and delivery time, was used to forecast consumption for six months to a year. Bids were requested from vendors on the total amount with delivery on a monthly basis. The open purchase order was awarded to the lowest bidder. In most cases, this type of purchase order would include standard stationery supplies and forms but not special made - to - order forms. The original quantities can be increased or reduced after the original



Layout of Reaction Motors' main stationery storeroom. Facilities include a single pedestal typewriter desk; table for two ten-drawer card cabinets containing stock records of stationery and forms; adjustable shelving, 8 ft. high, with from four to six shelves

purchase order is placed and a new price negotiated for the changed quantity.

Step 5. Substitute. To determine if a cheaper item could be substituted, it was decided to evaluate all stock items. A simple form was created to keep track of sample items used by employees throughout the plant who volunteered for this work. The opinions of these testers were noted on the form and, where appropriate, action to substitute was taken. This plan has successfully accounted for most of the stockroom



per unit; open areas for bulk storage, asphalt tile floor, acoustical fiber glass ceiling tiles and sprinkler system. One stock clerk can serve 180 office employees (1800 total employees).

substitution of cheaper items. In one case, $2.25 per gross was saved by the use of a tested and approved lead pencil. This amounted to an annual savings of $1100. Another example was the substitution of plastic tape dispensers at a savings of $250 a year. Savings have also been made on pencil sharpeners, desk trays, offset plates, etc.

Step 6. Eliminate Perpetual Inventory of Stationery Stock. A main storeroom and a substoreroom are maintained by one stationery stock clerk. Substoreroom supplies come from the main stockroom. Originally it was standard practice to post all withdrawals of stationery and forms each day to inventory cards. With the adoption of contract purchase of stock, deliveries can now be made in a minimum of time and it is no longer necessary to post withdrawals of stationery items. A daily approximate inventory by visual check is made by the stock clerk who checks minimum levels for reordering. This system has saved hours of posting and reduced the staff to one stationery clerk serving 1800 employees.

Step 7. Utilize All Space Efficiently. This step may be explained as, "Utilization to the utmost of all vertical and horizontal space." It is accomplished as follows:

- Maintain a minimum inventory. The best practice is to restrict the inventory to one month's average supply.
- Arrange the stock so that maximum shelf space can be utilized.
- Plan for further expansion without requiring space now that could be put to more valuable use in the interim.
- Establish realistic minimums and maximums on all items.

Step 8. Keep Local Storage Areas to a Minimum. Certain agencies of the company attempted to stockpile stationery and forms. This is now combatted in several ways:

- Purchases of office storage cabinets are controlled and held to a minimum. Requests for storage cabinets are fully investigated.
- Reasonable limits are set on withdrawals. Requests over these limits require full justification.

Step 9. Update Procedures and Forms Applying to Stockroom. A standard operating procedure was written prescribing:

- The use of a revised stockroom withdrawal slip.
- The location and hours of the stockroom.
- The authorization required for withdrawal of stock items.

Step 10. Print Forms and Stationery Internally. If internal facilities are available for printing simple forms, they should be used as there are definite cost advantages when the jobs are properly scheduled. As an example, bond letterheads and second sheets have been printed internally by us at an estimated annual savings of $1200.

Year	Stationery Cost	Total Employees	Average Per Employee	Clerical Employees	Average Per Clerical Employee
1956	$79,797	1352	$59	229	$348
1957	77,832	1656	48	283	275
1958	65,784	1813	36	320	205
1959	54,633	1828	29	303	180

Let's Eliminate Our Business Slums

PETER TALOVICH, Business Administrator, National Academy of Sciences (AASHO Road Test), Ottawa, Ill.

WILL INDUSTRY clear its own "slum" plants or will legislation be required to extend housing slum clearance to embrace industrial sites? The federal government, in cooperation with local agencies, is spending millions annually on urban redevelopment; yet, it is evident that we are attacking only a part of the problem. If workers are permitted, in fact required, to spend a major portion of their lives and earn a living in substandard buildings, how can they be expected to desire an improvement in their personal environs? What incentive is there to the worker? On the one hand he is told to seek clean, safe and respectable living conditions, and on the other he is told that the unsightly place in which he works is necessarily unkempt because it is a "work place." Surely, if for no other reason, neatness and order are essential to safety and efficiency.

Commerical slums are as numerous today as are housing slums. In fact, the terms are almost synonymous. Every city, large or small, has its less desirable business sites. This is not a factor of geography. It is brought about by a community anxious to tolerate industry at any price, and industry equally willing to subsist in the most marginal environment. The prevalent feeling is that the make-shift physical plant is to be desired because of the benefits to be derived from lowered tax assessments. This reasoning boldly

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Stan-Pak Run-Rite is made by the three paper mill divisions of Standard Packaging Corporation. Next time you order paper, get acquainted with this exciting new line. Check its quality. Its *runability.* Its practical packaging.

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For More Information Circle No. 433

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For More Information Circle No. 292

ignores factors of safety, employee morale, production efficiency, the imminence of governmental regulation, and the effect of sub-standard commercial housing on the attitude of the community toward the business and toward itself.

Statistics published by the Federal Bureau of Investigation show conclusively that the greatest number of crimes are committed in areas embracing sub-standard industrial plants. Criminologists customarily plot the incidence of crime within a given community first by encircling the area in which the greatest number of crimes have been committed. Increasingly larger circles are then drawn to embrace areas of fewer crimes. Almost without exception, the central area embraces a concentration of poorly housed industries as well as poorly housed citizens. This can be attributed in part to the depressing effect dirty, noisy commercial sites have on real estate values. These areas are typified by dirt, dust, smoke, noise, noxious gases, broken and dirty windows, patchwork maintenance of buildings and an aura of general dilapidation. Workers move between sub-standard homes and sub-standard work places without experiencing any environmental change. Is it any wonder then that such areas are imprisoned in an atmosphere of violence, indifference and notoriety. Because of these conditions, business suffers increased costs due to higher accident rates, higher insurance rates, increased disability claims and increased absenteeism. Employee turnover, usually abnormal, becomes a way of life. Efficient, respectable personnel are embarrassed or repelled.

Society suffers in terms of added taxes needed to combat increased crime, impaired health, fire hazards, higher insurance rates, disabled workers, higher production costs and higher prices, diminished civic pride; difficulty in trying to induce desirable industries to relocate within a community, hence, greater unemployment and less tax revenue. While a business may think

it is saving on taxes, it is actually imposing on the community a far greater burden.

Cities such as St. Louis and Pittsburgh have, with good effect, instituted smoke abatement and clean-up programs. Although this is only one of many necessary reforms, it does illustrate the inevitability of governmental regulation in more areas if business won't literally clean its own house. Yet, by doing so, business will find that the results more than justify the expenditure and effort.

An employer should be concerned with the personal appearance of his employees. Why then should he not be equally concerned with the appearance of his business location? The usual rebuttal is phrased in terms of cost: "Why should we spend money to improve the looks of our plant? It will only mean higher taxes and, besides, people will think we have gone high-brow and they'll take their business elsewhere". Actually, large outlays of cash are not necessary. All that is required is the employment at regular intervals of a small force of temporary help to put the place in order by removing trash, junk and scrap, cleaning and replacing windows, applying a uniform coat of paint to each structure, repairing fences and maintaining a generally neat arrangement of tools, equipment and supplies—particularly those visible to the public.

Many communities feel that the enactment of zoning ordinances is all that is required. But, the major deficiency here lies in the fact that zoning ordinances do not specify standards of

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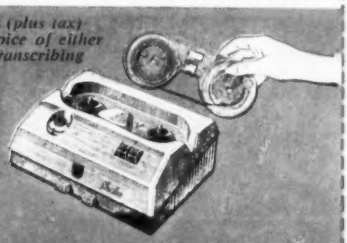

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For More Information Circle No. 309

physical plant. Similarly, zoning ordinances do not specify what is construed to be a public nuisance. In their haste to acquire new industry, communities are reluctant to enumerate restrictions for fear of alienating and losing prospective businesses. Consequently, it is only after the new firm has become entrenched in a community that there is a hue and cry about the undesirable conditions it has created. Newspaper editorials, public hearings and lawsuits follow. Enmity is generated because of conditions which could, and should, have been discussed and resolved beforehand.

Automobile junk yards, for example, have been the object of concern of late because they are such notorious eyesores and don't employ many persons. As a result of public censure and legislation, the appearance as well as the efficiency of many junk yards has been greatly improved with the neat alignment of vehicles, orderly arrangement of spare parts, removal of litter, and a fresh coat of paint applied to the buildings. The cost of this enforced clean-up has been negligible in terms of cash outlay. Required is a little thought, a conscience and some planning. Let's not wait for governmental actions! If we don't want our workers to *live* in slums—let's not expect them to *work* in slums.

For More Information Circle No. 389

It's time for management to take a new look at microfilm!

Today, microfilm is an active partner to telephones and typewriters in modern offices and plants—and is just as busy.

Wonderful things happen when your active files are on microfilm. File space shrinks. Records and documents are standardized. Filing is faster. Reference is easier. Security is improved. Efficiency goes up. Overhead goes down.

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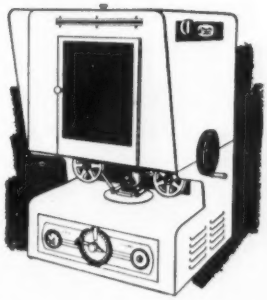

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For More Information Circle No. 374

Electric Trucks Facilitate Interoffice Deliveries

MATERIALS HANDLING in the office is simplified by use of a new delivery truck, the experience of two leading insurance organizations shows. Known as the Widgit, this versatile electric truck runs on a battery that provides eight hours of operation without recharging. Only 30″ wide, the truck has remarkable maneuverability and takes sharp corners, narrow aisles and long winding corridors in its stride. It is manufactured by Beall Mfg. Co., Grand Rapids, Mich., for the pickup and delivery of all types of correspondence, office supplies, canteen facilities and other commodities in interoffice traffic. Other models are primarily personnel carriers with seats for two or more passengers.

Aetna Life Affiliated Companies, Hartford, Conn., found this truck particularly suited to its interdepartmental needs due to the many long corridors throughout its six-story home office building. Currently, five trucks are in service—one each on the first, second, third, fourth and fifth floors. None is used on the ground and top floors as few offices are on those levels. The trucks pick up and deliver mail at some 103 departments. They handle such items as telegrams, interoffice memos, correspondence to and from Aetna's field offices and general mail. Approxi-

Three of these Widgit electric trucks provide speedy and flexible transportation of files, correspondence and other paperwork at Connecticut General Life Insurance Co., Hartford, Conn.

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ANYTHING
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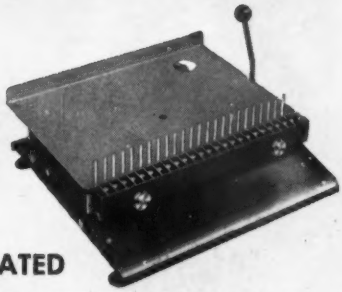

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CONTROL AT UNITED

"Moore forms help us complete reservations 5 times faster"

M. L. Perry, Director of Reservations, United Air Lines

United Air Lines' automated reservation system has given the company tighter control of space on its Mainliner flights. The chances of over- or under-selling seats have been reduced; waiting list passengers get seats more often; there are fewer expensive "no shows." Other benefits to United include end-of-day statements of bookings, and more accurate and up-to-date sum-

is sent manually by teletypewriter from the booking office to Denver. This comes out as punched tape, coded to produce a punched card for each airport on the passenger's route. The cards are fed into the computer, which accepts the information and issues a status message further confirming the reservation. A new tape is made from the cards, which are then used for statis-

agents with a single electronic computer in Denver. Booking information for round-trip or stop-over flights

printed automatically by teletypewriters in the down-line offices on a card. In the past, the facts were transcribed by hand. Machine printing has cut out this bottleneck. Personnel morale is better now that this boring job is gone. The chances for error are reduced. The cards are continuous forms, specially designed by Moore. They are United's control in print.

"The Moore man's advice on systems paperwork helped us a great deal when we set this system up," said M. L. Perry, Director of Reservations at United Air Lines. To find out how the Moore man can help you get the control your business needs, whatever its size, write the nearest Moore office.

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KING COTTON BUSINESS PAPERS

YOURS: LETTERHEAD DESIGN PORTFOLIO NO. 132 BY WORLD-FAMOUS PRATT INSTITUTE. WRITE ON YOUR BUSINESS LETTERHEAD TO PARSONS PAPER DIVISION, NATIONAL VULCANIZED FIBRE COMPANY, HOLYOKE, MASSACHUSETTS

For More Information Circle No. 388

mately 1000 lbs. of incoming, and 1500 lbs. of outgoing, first class mail alone is handled every day.

Each truck makes 15 half-hour round trips daily between the various departments and automatic conveyors that carry mail between floors. A truck travels about ⅜ of a mile per trip. The total distance traveled by the five vehicles in a year is estimated at over 7000 miles. It takes about an hour to familiarize a potential operator with the truck's controls and eight Aetna employees have been trained to handle the vehicle as part of their regular mail department duties.

The first electric truck was bought by Aetna in January 1958. After a brief trial period certain modifications were made and the trucks now in use were purchased. A sixth vehicle has

Aetna Life Affiliated Companies of Hartford use five Widgit electric trucks to serve some 103 departments in their six-story office building. Over 2500 lbs. of mail are handled daily.

above all . . . start with *Cramer*
the chair of distinction

Even though you don't have everything you need to start a business, the main thing is to *start*. And of course, for the successful young-businessman-to-be, a Cramer Chair is a must. It shows your sound business sense, keeps you relaxed while your nose is to the grind-stone, and its impressive distinction commands respect right from the start.

P.S.: Later you can add a complete line of Cramer chairs to match model 1523-6, illustrated.

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For More Information Circle No. 332

The
Georgian Suite

TRADITIONAL from Hoosier . . .

The quiet magnificence of true Georgian styling in beautiful genuine American Walnut . . . impressive traditional period furniture, ideal for every executive office. Here is detailing which faithfully reproduces the feel of this historic period: graceful bracket feet, beveled drawer fronts, distinctive hardware — replicas of an Eighteenth Century bail pull. Truly distinguished executive office furniture, yet modestly priced.

THE GEORGIAN SUITE comprises 12 pieces — including 5 desks, 2 tables, and 5 accessory units.

Write for catalog and dealer's name.

"BUILT TRUE CLEAR THRU"

HOOSIER DESK COMPANY
Jasper, Indiana

For More Information Circle No. 387

been ordered for use as a spare. It is equipped with pneumatic tires, which may be installed on all the trucks if operating experience proves them advantageous. Addition of this equipment to the mail department has made faster and more efficient service possible. Three fewer employees are needed to service both the main building and an entire new wing, as previously were required for the former area alone.

Widgits proved themselves with another insurance concern, the Connecticut General Life Insurance Co., Bloomfield, Conn., which uses three trucks to handle thousands of pieces of written material in circulation daily throughout its home offices. The horizontal layout of the building makes pickup and delivery of files and correspondence by these highly maneuverable vehicles especially suitable. Trucks make 16

Easy to operate and virtually maintenance free, Widgits are popular with management and employees alike at Connecticut General Life Insurance Co.

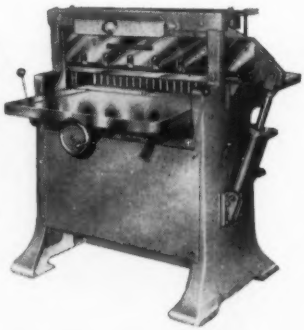
At last - a ballpoint especially designed for office use!

For More Information Circle No. 362

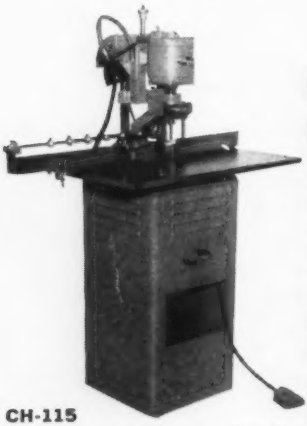
finish jobs FASTER EASIER... in your duplicator department . . .

Here's the way to make your duplicator department more productive and profitable. Have your own paper cutting and drilling equipment for cutting and trimming stock and drilling holes in loose-leaf forms.

CHALLENGE PAPER CUTTERS



Easy-to-use, faster-producing power units in 19⅜, 26½, and 30½" cutting widths, capable of cutting 2½ to 3¼ inches of paper at a single stroke. Also lever cutters in same size range; bench type, stand, or floor models.



CH-115

CHALLENGE PAPER DRILLS

Drill, slot, corner—all on one machine! Much faster than punching. Drill 2 inches of stock in seconds—twice the productive capacity of most competitive models! New JH Power unit (shown here) is latest in full Challenge line of drilling machines including hand, foot, and full power models and accessories for every need.

Write for free descriptive booklets and names of local dealers.

The CHALLENGE MACHINERY CO.
GRAND HAVEN, MICHIGAN

For More Information Circle No. 317

daily tours of each of the three levels of the main office building. Each half-hour trip includes some 15 stops. Material is collected, sorted en route and delivered to its destination.

Interchange of written material between levels is made by a vertical conveyor located in a core in the northeast corner of the building. This is also the focal point for incoming mail for distribution to the various departments and also where outgoing mail is organized for the mail department for processing. Seven employees, with the help of the electric vehicles, do all the mail handling.

Reportedly, Connecticut General's building was originally planned by the architects to have five vertical conveyors. Due to the efficiency with which horizontal movement of mail was handled by the original Widgit truck, four of the five conveyor systems were never installed. Instead, one conveyor handles all vertical flow, while the trucks on each floor do the rest, resulting in a significant cash saving.

Increasingly popular in applications such as those described, the Widgit is quiet in operation and easy to maintain. Its front wheel drive affords 360° steering, making the truck suitable for any office layout. Its unitized control system permits instant emergency stops and makes the vehicle as safe as possible. A wide range of drive speeds and battery equipment is available for almost any operating requirement. Unit comes with a choice of separate or built-in chargers, that plug into ordinary 110 AC outlets. **For More Information Circle No. 101.**

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STOPS time wasted locating lost or borrowed keys

MINIMIZES expensive lock replacement and repairs

ORGANIZES all your keys in one orderly system

What's more, TELKEE guarantees maximum security and privacy—keeps keys in authorized hands, always.

Offices, factories, stores, schools, housing, hospitals . . . there's a TELKEE System to fit every size and type of application. TELKEE solves every key problem, efficiently, inexpensively.

FREE—send today!

The MOORE KEY CONTROL® System

TEL KEE

P. O. Moore, Inc., Glen Riddle 49, Pa.

For More Information Circle No. 377

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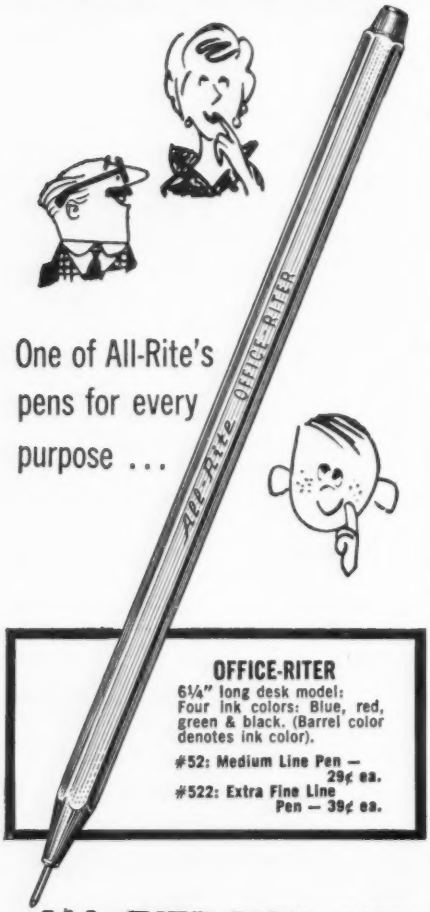

One of All-Rite's pens for every purpose ...

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6¼" long desk model: Four ink colors: Blue, red, green & black. (Barrel color denotes ink color).
#52: Medium Line Pen — 29¢ ea.
#522: Extra Fine Line Pen — 39¢ ea.

ALL-RITE PEN, INC.
HACKENSACK, NEW JERSEY

For More Information Circle No. 476

Tips on Timecards

JACK TAYLOR
Customer Relations Manager,
Cincinnati Time Recorder Co.,
Cincinnati

TIMECARDS of payroll and job cost records offer a wide number of variations to fit individual company's needs. Whether you have only an office group, a production and office combination, or production alone there's a special timecard. Non-profit organizations, such as hospitals, also have their needs answered by a timecard's design. The Department of Labor's Wage and Hour Division requires timecards to be kept for a period of two years as the source documents for proof of hours worked.

Cards designed for each employee's use cut record keeping in half by the time the card reaches the auditing and payment point. With the employee's signature, upon receipt of payment, your payroll record is complete and ready for filing.

Timecards also show irregular regis-

new high style

new LOW price 98¢

Décor Dispenser

BY "SCOTCH" BRAND

Smart new way to serve "SCOTCH" BRAND Cellophane Tape! Costs half the price of other weighted dispensers, uses 1296-inch rolls of tape. Choose Coral, Surf Green, Pink or Yellow; add a gay color accent to your home or office. Non-slip base won't scratch desk or table tops. Your office supplier has Décor Dispensers now!

P.S. They're a smart gift idea too!

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MINNESOTA MINING AND MANUFACTURING COMPANY

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For More Information Circle No. 351

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Yep! Clark travels . . . and Clark sells . . . He's one of the company's best salesmen.

But right now Clark isn't traveling . . . and he's missing some important sales. He's hung up in a small midwest town waiting for his expense check from the home office.

So unnecessary! If Clark's company used the Traveletter® System for reimbursement of expenses, he could get immediate cash at any one of the 5000 hotels, motels or banks that are Traveletter correspondents and be on his way.

The Traveletter System is used by hundreds of leading companies employing from 1 to 1000 travelers, including United Aircraft Corporation, Western Electric Co., Charles Pfizer Co., Minneapolis Honeywell Regulator Co., Kendall Mills, A. B. Dick Company and many others.

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for Handling and Controlling Travel Expenses . . . Since 1894.

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For More Information Circle No. 281

trations (when the employee enters late or leaves early), incentive pay and overtime. Possibly no other record will supply as much current financial information as will a completed timecard which costs less than ½c. They are made in a wide range of sizes from 3-13/32" x 5½" to 5-13/16" x 8⅝" and a card can be tailored to meet your exact requirements. The stock is strong, stiff cylindrical rolled sulphite tagboard. The smooth finish accommodates pen-and-ink, providing clear and legible entries when pay computations are made. Cards are rotary cut for perfect alignment in the timeclock and are lintfree. This aids in keeping the timeclock in tip-top condition.

Payroll cards are selected on the basis of the pay period which may be weekly, bi-weekly or semimonthly. Beyond this, the cards reach an impractical size. Time registrations may be made across the card, down or up. Horizontal registration is the oldest while vertical registration speeds the auditing process because direct subtraction secures the number of hours worked. Each individual's pay is computed on the card and paycheck written from this data.

A weekly timecard has space for each day showing when the individual arrived for work, when he left for lunch, returned from lunch, and quit for the day. Extra spaces are provided for either extra time or overtime. Daily totals may be figured with weekly total at the end of the pay period. There is a special card for a three-shift operation with 22 spaces to allow for lunch periods in each shift.

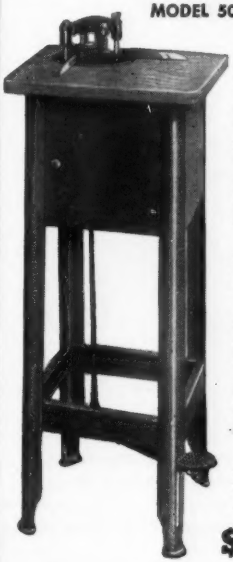
A bi-weekly card shows the above information but has double the number

Shear-Action
CORNER ROUNDERS

MODEL 20

$25.50
Prices include one plug-in cutting unit.

MODEL 50 (Foot Operated)



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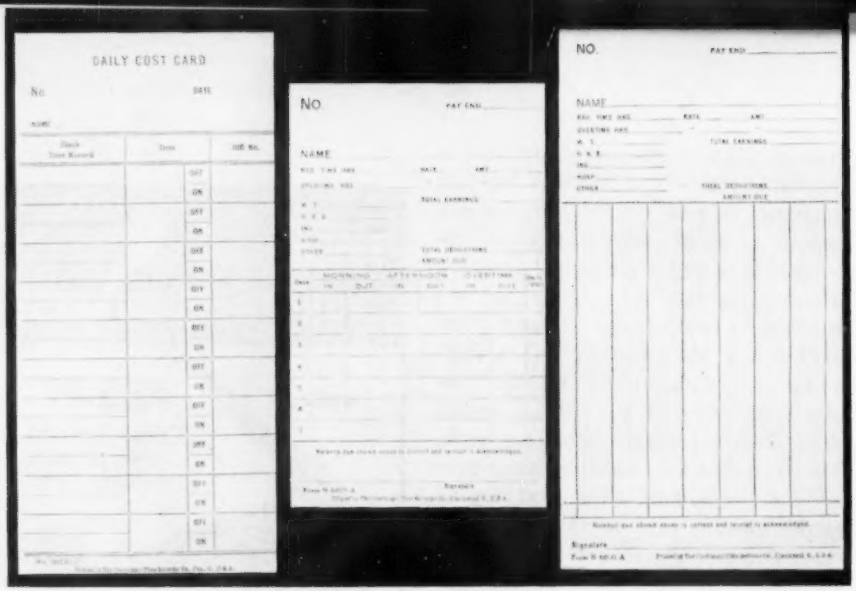

Daily job cost timecard (left) and weekly cards for horizontal and vertical registering.

of spaces. Spaces are smaller than on the weekly card so the card itself is only slightly larger. Printed numbers indicate whether the days of the month are from 1 to 14 or 15 to 31. This eliminates confusion in payroll com-

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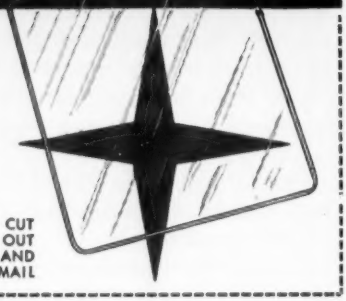

CUT OUT AND MAIL

For More Information Circle No. 372

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For More Information Circle No. 386

• FAST • ECONOMICAL
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ATLAS
VERTICAL FILING SYSTEMS

The Atlas DeLuxe Model
NOW
Available in Four Widths

A DeLuxe—Files 600 items to 10½" wide x 22"

B DeLuxe—Files 600 items to 13" wide x 22"

E DeLuxe—Files 600 items to 17" wide x 22"

C DeLuxe—Files 600 items to 21" wide x 22" (C DeLuxe Illustrated)

All DeLuxe Models are equipped with casters.

Atlas manufactures a complete line of 11½", 14", 18" and 22" hangers for the DeLuxe Models and for larger and smaller cabinets which are also available. Hangers are manufactured in styles and sizes for all types of plates, negatives, stencils, artwork, swatches, etc. Illustrated is one of the four sizes of the Atlas Nega-Plate hanger.

See Atlas Cabinets and Patented Hangers at

Booths C3 & C4 NSOEA Convention

Booth 155B NAPL Convention

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 477

putation so the correct week will be audited.

Another way to speed auditing is with a two-color, red-and-black weekly card. All irregular registrations are printed in large red sections and spotted instantly when computing.

Normally, several minutes must elapse between each time registration. However, a special card, clipped on the edge each time a registration is made, permits registrations within a minute of each other. This is particularly desired when employees may not be working standard hours in one location but are permitted to come and go within an overall allotted time. Actual time spent at work, even if only a minute, is recorded.

Job cards are designed to figure the elapsed time for each operation in specialized work. Cards may be used daily by each employee, or several employees when the card follows the work and time is stamped by each employee as his operation begins and ends. A combination card not only shows the hours worked by the employee, but the time spent on each individual order passing through his work station. There is also space for overtime registrations.

Since job pay is often based on incentive, there is a card for this purpose. It shows the machine number, part, rate, minimum parts per hour, what is required and what is finished. Based on this, the incentive pay is computed. Space is also provided for foreman's approval.

Next time you need timecards, analyze your system. Perhaps a different card will give you more information than you now have.

Copycat's patented spray process gives you more copies... better copies of anything ...and for as little as four cents each!

...it's the world's fastest photocopy machine—bar none! From start to finish, including all paper handling, Copycat's deluxe new wall model gives you finished ready-to-use copies in 12 seconds.

What's more, because of its patented spray process, Copycat's deluxe wall model will give you up to 10 crisp, clear copies of anything from *one negative!*

No other photocopy machine can offer as many copies—a feature that alone will cut your copy cost to an average of four cents each—*and* repay the initial investment in no time.

The key to Copycat's speedy production of quality copies is its patented spray process. No open trays of developer are used—Copycat utilizes a tank, from which developer is pumped and sprayed and returned to the tank.

This gives faster, more uniform distribution of developer and prevents spilling.

Moreover, unlike other photocopiers, Copycat can be mounted on the wall, to save valuable desk space (or placed on the desk, if you wish).

If you are less than enchanted with present-day copying methods, annoyed at rising costs, messy developers and fuzzy copies—look into Copycat. Write or 'phone for a free demonstration in your own office. Absolutely no obligation.

Copycat CORPORATION

you can't damage originals

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For More Information Circle No. 322

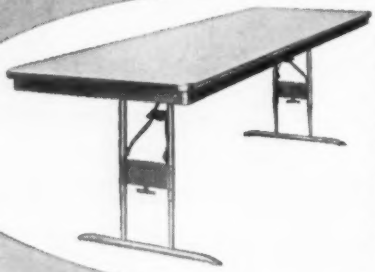
Save folding money!

SPECIFY

VIRCO

AMERICA'S FINEST FOLDING CHAIRS AND TABLES

You save on the original price, and you save on replacement—because VIRCO folding chairs and tables are built for years of rugged service... priced to meet any budget. Folding chairs and tables may **look** alike, but when you compare them point-by-point—for advanced design, structural use of Vircoloy steel (up to 20% stronger), and beauty—you'll find VIRCO furniture ahead of the field in **value** and lasting **satisfaction**.



VIRCO-MATIC Series of Cafeteria and All-Purpose Folding Tables adjust easily to any height from 21" to 31"—in one-inch increments. Heavy gauge tubular steel legs and non-glare linen pattern Vircolite plastic tops banded with aluminum.

VIRCO #127 ALL-METAL FOLDING CHAIR

Tubular steel construction with **three** fusion-welded braces. Tubular steel reinforcement in front legs at seat pivot point, also under forward edge of seat. Metal capped legs with durable rubber crutch tips.

Four VIRCO folding chairs support 4,056-pound Ford Station Wagon

FREE! New catalogue showing VIRCO's complete line of church and institutional folding chairs and tables. Write today to:

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For More Information Circle No. 211

NEW Books

EXECUTIVE DECISIONS AND OPERATIONS RESEARCH by David W. Miller & Martin K. Starr. Prentice-Hall, Inc., Englewood Cliffs, N. J., 446 pp., $10.

Provides a sound basis for executive decisions and shows how operations research aids management to analyze problems. Book is divided into four parts: Part I develops the theme of the executive and decisions; Part II relates operations research and decisions; Part III presents an analysis of diverse problem situations faced by management; Part IV develops the relation between the executive and operations research. A comprehensive presentation of management's newest science.

THE SYSTEMS MAN AND EDP. Systems & Procedures Assn., 4463 Penobscot Bldg., Detroit 26, Mich., 8 pp., $2.50.

Results of a study made to determine the impact of the computer in firms represented by the SPA membership, and the effect of installation on systems men and departments.

DATA PROCESSING TODAY: A PROGRESS REPORT (AMA Management Report No. 46). American Management Assn., 1515 Broadway, New York 36, 143 pp., $3.75.

Compilation of material from AMA's Sixth Annual Data Processing Conference. Some papers deal with relationship of data processing to the management in-

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QUIK-KARDS are shown at left. They save time MANY WAYS. Furnished in continuous perforated form like theatre tickets. Precision made. Fit your frames better than ANY card. You do not handle small, individual cards. No need to pick up the next card. It is already in your hand. Can't get out of order. Work flows faster and smoother. Send sample of card you use to show size and receive free samples of Quik-Kards. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif., YUkon 2-2130.

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CHECK WRITER

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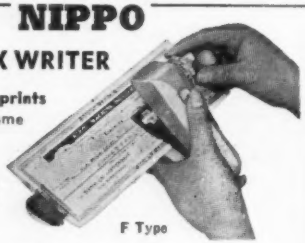

F Type

NIPPO MACHINE INDUSTRY CO., LTD.
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For More Information Circle No. 364

formation system concept, others with recent advances in the technology of data input transmission. As well as six case studies of advanced electronic computer applications, the report contains a detailed account of Chrysler's approach to a company-wide data processing system.

BIBLIOGRAPHY FOR OFFICE MANAGEMENT. National Office Management Assn., Willow Grove, Pa., 74 pp., $5.

A useful guide to current material published on office management subjects. Listings include references to over 550 magazine articles and 70 books published between May, 1959 and April, 1960. Many new films are also included.

GLOSSARY OF TERMS IN COMPUTERS AND DATA PROCESSING by Edmund C. Berkeley and Linda L. Lovett. Berkeley Enterprises, Inc., 815 Washington St., Newtonville 60, Mass., 96 pp., $3.95.

Contains over 870 terms with careful definitions of each. Many are illustrated by specific examples.

THE 1960 SUPPLEMENT TO THE GUIDE TO MICROREPRODUCTION EQUIPMENT edited by Hubbard W. Ballou. National Microfilm Assn., P. O. Box 386, Annapolis, Md., 120 pp., 67 illus., $4.50.

Contains new material, notes, corrections and illustrations that bring the subject matter up-to-date in a format identical with the *Guide* issued April 1960 at the NMA convention.

PLAIN LETTERS by Mona Sheppard. Simon & Schuster, 630 Fifth Ave., Rockefeller Center, New York 20, N.Y., 319 pp., $4.50.

Shows that it is easy to write simpler, better letters and that this can be profitable. Plenty of examples from the files of famous men support the author's credo of 4-S: shortness, simplicity, strength and sincerity. A very useful book in any office.

BUSINESS CORRESPONDENCE FOR COLLEGE by Marjorie Hunsinger. Gregg Div., McGraw-Hill Book Co., 330 West 42nd St., New York 36, 250 pp., $4.25.

Prepared for anyone interested in improving his business correspondence. Designed primarily as a classroom text, but useful as a reference book for students, teachers and office workers.

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For More Information Circle No. 343

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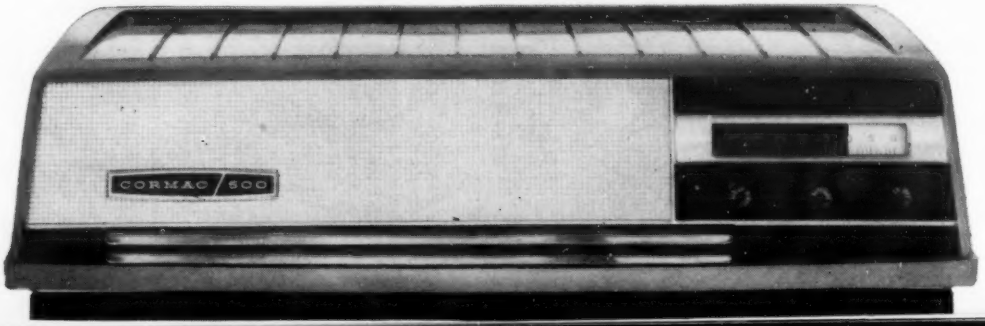

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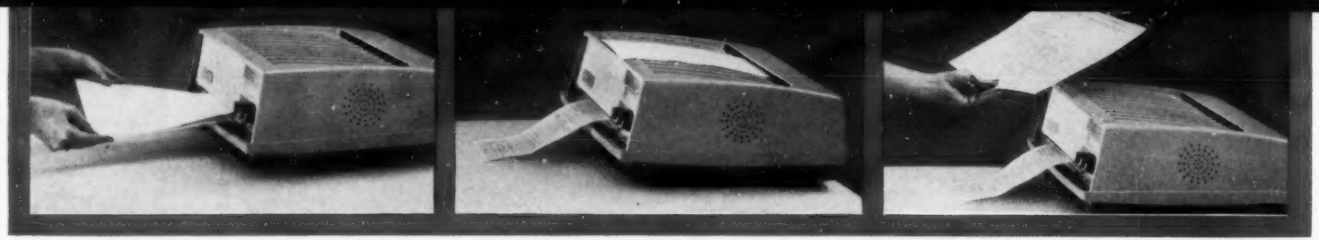

Original and copying papers are inserted . . . original automatically separated . . . and a permanent, positive copy in seconds!

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EX-4

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speeded with a Tickometer

Withdrawal slips of different colors for materials, parts, or tools are sent to the office when the workday is ended. They are sorted, and then counted in minutes with a Tickometer; and you know the inventory in every department or branch; can order replacements from main stock.

- The Tickometer counts at speeds from 400 to 1,000 a minute – cards, forms, tags, sales slips, order forms, coupons, checks, etc. It's so accurate banks use it to count currency! It feeds and stacks automatically, can be used by anybody.
- It is also an imprinter. Uses rubber mats, type or type slugs, electros to mark, stamp, date, code, endorse, cancel and imprint signatures. It handles most standard weights and finishes of paper, light card stock; in sizes up to 15 by 15 inches. With attachments, can do predetermined counting and consecutive numbering.
- A Tickometer gives you totals earlier, so you can act faster and more accurately. One machine serves several departments.
- You can buy or lease the Tickometer. Call the nearest PB office for a demonstration – and learn how the Tickometer can save hours and dollars for you. Or send for free illustrated booklet and case studies.

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Counting & Imprinting Machine

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Send Tickometer booklet and case studies.

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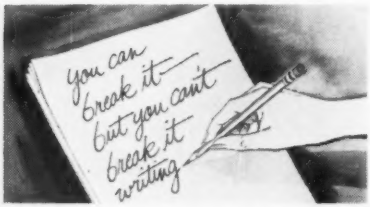
For More Information Circle No. 289

New Venus® 3500 with amazing All-Purpose lead does what no other pencil can!

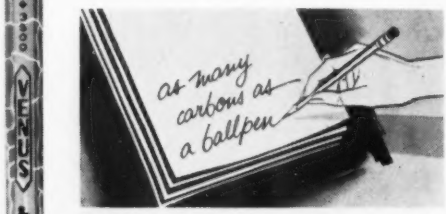
One look at the evidence shows you that the Venus 3500 not only outperforms other *pencils!* It even does many writing jobs better than ball pens! That's because this remarkable pencil contains an entirely new lead created by Venus research. *This new lead is up to 50% stronger than the lead in other branded office pencils.** Its unique qualities mean you now need *only* the Venus 3500 ALL-PURPOSE for most writing jobs. Order from your stationer today.

* Independent laboratory tests

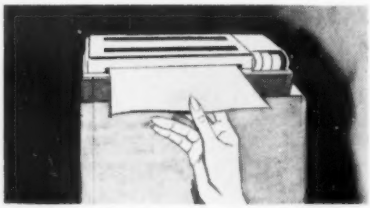


STRONG as a hard-lead pencil. Even heavy writing pressure can't break point. Result: less time lost sharpening, greater economy.

BLACK as a soft-lead pencil. Until now, hard leads write "light." 3500 lead writes black, reads clear; won't smudge, it erases clean.



CARBON COPIES Extra point-strength enables you to make as many clear carbon copies as any ball point pen without cutting paper.



REPRODUCES better in office copying machines than most ball pens with special inks. Comments, etc. reproduce with remarkable clarity.

NEW COMMERCIAL PACK

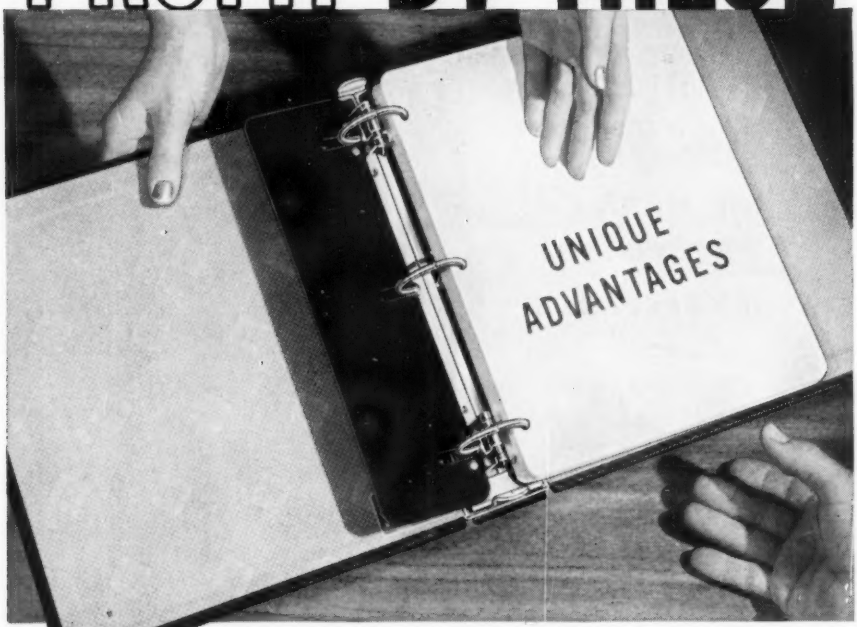
The new Venus 3500 comes packaged 100 pencils to the box. This means easier storing, easier stock control, increased savings.

VENUS 3500

FREE! Ask your stationer for a sample Venus 3500, or write Dept. OF, Venus Pen & Pencil Corporation, Lewisburg, Tenn.

For More Information Circle No. 223

PROFIT BY THESE



With S-O Ring Binder Features

You've got to hand it to this fast-selling binder! Start with the Built-in Automatic Sheet Lifter . . . notice how it will carry sheets freely over the rings, without resistance of friction. Then there are the incomparable "Slide-Opening" rings . . . which completely eliminates sheet-spill as they s-l-i-d-e gently apart; and which close without snapping shut and tearing sheets, as with old-fashioned binders. Still another advantage . . . the recessed metal hinge that prevents unsightly desk mars and damaging scratches.

Recessed metal hinge . . . can't scratch!

Add to this list such exclusives as: 300% longer sheet life without reinforcing holes, plus the special ring design permitting 20% more capacity, and you have the FAULTLESS S-0 Ring Binder — Quality-made by

STATIONERS LOOSE LEAF COMPANY

246 East Chicago Street • Milwaukee 1, Wisconsin
114-116 East 13th Street • New York 3, New York

Your Best Buy . . . it's FAULTLESS

For More Information Circle No. 298

CREATES THE MARK OF EXCELLENCE

Executive Typing • Offset Masters Originals for All *Copying Processes*

The sharpness and uniformity of write you've never before been able to achieve with a conventional typewriter ribbon—the clarity of impression that actually approaches quality printing—that's what you'll get with the Columbia M-50 ribbon!

Made of whisper-thin, tiger-strong polyester film, dual coated with a special ink by a patented Columbia process, the Columbia M-50 ribbon gives you: Crisp, full-bodied, executive impressions . . . Superb originals (and that means fine copies) for all copying processes . . . Non-smear, smudge-proof permanence . . . Invisible, halo-free erasures . . . Economy of 50% more yardage than conventional ribbons on the same diameter spool . . . Freedom from troublesome ribbon-fixing interruptions.

Make your "mark of excellence" with a Columbia M-50 ribbon! For a free demonstration of the M-50 on your equipment write: Columbia Ribbon & Carbon Mfg. Co., Inc., 1066 Herb Hill Road, Glen Cove, New York.

M-50 RIBBON BY *Columbia*®

Always send a time saver courtesy carbon copy.

Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, New York
Columbia Ribbon & Carbon Pacific, Inc., Duarte, California

For More Information Circle No. 330

Genuine

STURDEX

...it takes a good business case to complete your sales picture!

Look what a *difference* STURDEX makes! The only business case made with the craftsmanship of finest leather cases . . . but at *half the price*. A sales-making case that's always neat and business-like . . a durable case that *outwears* all others . . . guaranteed for *5 full years!*

CATALOG CASE — Opens Wide and STAYS OPEN!

New flat-top Catalog and Sample Case with new STAY-OPEN feature! Exclusive hinges (patent pending) hold overfolding flaps wide open for easy access and viewing. Tremendous "box-type" capacity, yet weighs less than many smaller cases. Expanding side pockets for "file-cabinet" efficiency plus spacious center compartment for bulky extras. Famous PERMA-EDGES and PERMA-HANDLE will actually outlast the long life of this exclusive STURDEX business case. At stationers, luggage or department stores everywhere!

5-YEAR UNCONDITIONAL GUARANTEE

STURDEX looks new longer . . . always ready for business. So wearproof, waterproof and weatherproof, we guarantee it for 5 full years!

Leathercraft

World's Largest Manufacturer of Business Cases Exclusively

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LEATHERCRAFT, Inc., 2320 So. Western Ave., Dept. A-12, Chicago, Ill.

Please send full details about STURDEX, and the name of my nearest dealer.

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Address_____

City_____ Zone____ State____

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For More Information Circle No. 221

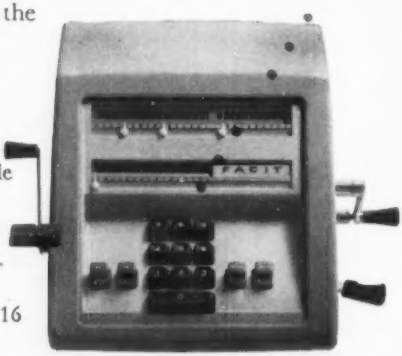
THE NEWEST CALCULATOR HAS ONLY 10 KEYS!

No manual calculator offers more than the

ALL-NEW FACIT CM2-16

■ 3-row "standard" keyboard ■ 16 digit capacity ■ Back transfer lets you multiply continuously without resetting ■ You can see and check all figures set ■ Precision-made to famous exclusive Facit calculating machine standards ■ Feather-light touch ■ Silent operation ■ Dustproof ■ All for $225. Write for all the facts today.

FACIT, INC., 404 Park Avenue So., N.Y.C. 16 or 235 Montgomery St., San Francisco 4.



For More Information Circle No. 293

Camera!

Communications between the Kennedy-for-President headquarters at the Democratic National Convention in Los Angeles and the floor of the convention were facilitated by Thermo-Fax electric copying machines.

Vice President Nixon's headquarters during the Republican National Convention in Chicago also used Thermo-Fax copiers. Other machines were installed by Thermo-Fax Sales Corp. of Chicago in several political offices as well as for Western Union and Illinois Bell Telephone.

Kutztown Foundry & Machine Corp., Kutztown, Pa., houses its executive and administrative offices in this new airconditioned building, located a stone's throw away from its pattern shop, foundry and machine shop.

Kutztown Foundry's New Offices

Part of the 10,000 sq. ft. of space afforded by the new building is devoted to this attractive reception area. Floor is of flagstone. Clear-view blocks at eye-level permit visitors a view of the surroundings. Changing colored lights illuminate the fountain, the lobby's focal point. (See page opposite.)

Part of the general office work area (above). Note the tabulating equipment by the windows. Office (at right) of vice president Paul M. Herring. Company trademark is motif of window curtains.

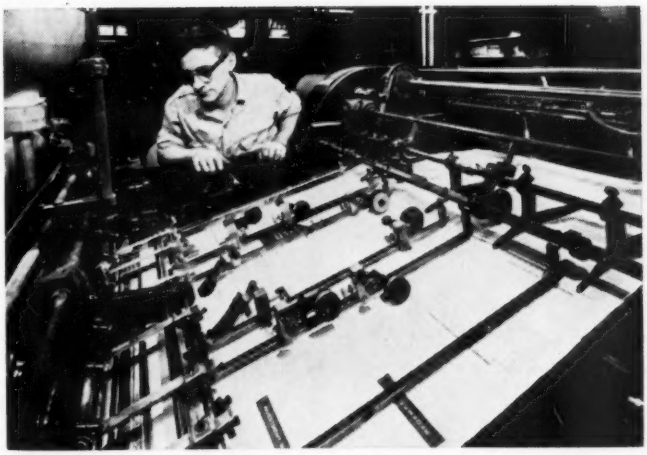
A clerical work area (below). Conference room (at right) connects with a completely equipped kitchen.

By using Waylite paper, the Delaware Fund, Wilmington investment

Earl F. Robins, manager, Robins Auto Parts & Marine Sales, Gloucester, Va., checks availability of parts in seconds with two Mosler Revo-Files. With a capacity of 15,000 cards in 24″ of space, the files were installed when the parts firm expanded its stock control system from 2700 to 12,000 cards which are now filed in less space than were the former, smaller quantity. Checking time was reduced from 30 to six seconds.

Engineers and technicians of Burroughs Corp. working on a portion of the company's assembly line of electronic sorter-readers for the banking industry's MICR program. The firm will deliver nearly 50 of these $63,000 sorters to some 25 banks this year. Machines will read and process bank documents at up to 1560 items per minute.

By using Waylite paper, the Delaware Fund, Wilmington investment company, saves over 50% on postage for bundled and individual mailings. Paper is made by Ecusta, part of the Packaging Div., Olin Mathieson Chemical Corp. Sheets of 35-lb. paper (right), part of a run of 100,000, move across a Harris offset press checked by pressman William H. Powers.



A section of the offices in Atlantic City Electric Company's new building. Used throughout are General Fireproofing's 1000 Series desks, Goodform 300 chairs, and rigid front filing cabinets. Installation was sold by Charney's, GF's Atlantic City dealer.

Duplicating at the Presidential Conventions

Volunteer worker Enid Van Cleave at the Republican National Convention in Chicago is shown making a negative on an A. B. Dick Model 110 photocopier. Negative was used to make metal transfer plate for offset reproduction.

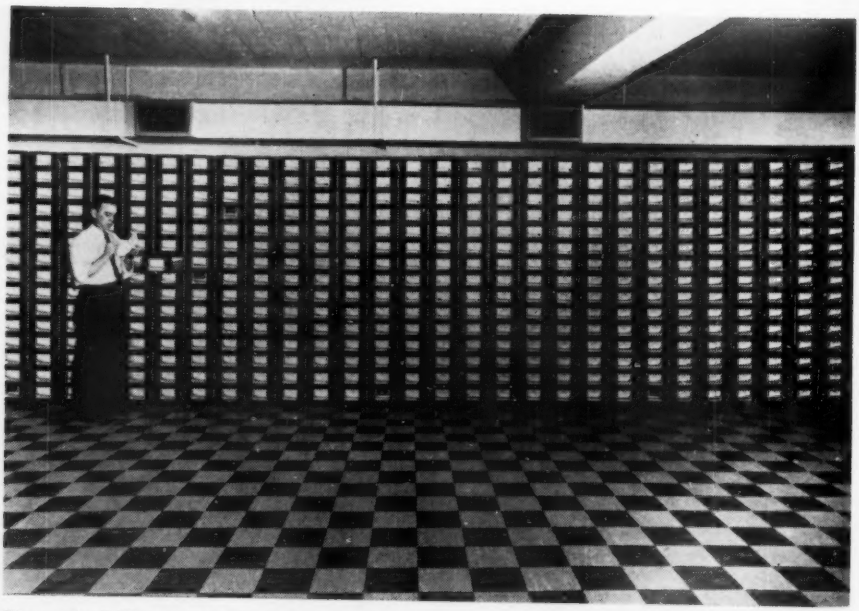
A view of the communications center at the Republican National Convention showing two Model 350 A. B. Dick offset duplicators. Supervisor Dorothy Miller appears at right. A. B. Dick Co. distributors in Los Angeles and Chicago lent equipment to both conventions. (See page opposite.)

Supervisor Arthur Thatcher (center) inspecting copies turned out by Model 455 A. B. Dick mimeographs at the Democratic National Convention in Los Angeles.

This is how much impression paper was used each day in the duplicating center at the Republican convention. The Republicans reported a total output of 2½ million sheets while the Democrats said they duplicated 1½ million copies.

Some of the 25 volunteer workers who collated and stapled copies at the Republican convention are seen using Staplex electric staplers.

N. W. Ayer & Son uses Arnot Partition-ettes for over 100 executive offices in its new quarters in New York's Time-Life Building. The all-steel Partition-ettes, finished in birch woodgrain, were manufactured by Royal Metal Mfg. Co. and sold by Business Furniture Co., Philadelphia.



Staxonsteel files, made by Bankers Box Co., provide neat and inexpensive housing for cancelled salary checks and dead records at the Cook County (Ill.) controller's office. Interlocking steel framework eliminates need for shelves, permits containers to be stacked to any desired height.

For More Information Circle No. 130→

World's Finest Photo-Copiers at World's Lowest Prices

SPEED-O-PRINT

Photo-Copier

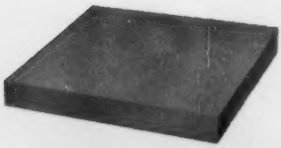
AVAILABLE
JUNE 15th

MODEL 9-A

$99.00

Portable light-weight unit that can be used anywhere. Perfect reproductions of any document of any length and up to 9″ wide. Simple to operate • Nothing to mix • Nothing to spill • Low cost.

Redi-Pak CARTRIDGE



Speed-O-Print's new exclusive method of handling developer fluid. Compact, easy to use container provides complete cleanliness. Nothing to mix — Nothing to spill.

Copies Everything in Sight . . . in Seconds

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SPEED-O-PRINT

Photo-Copier

AVAILABLE JULY 25th

A COMPLETE COMPACT

Photo-Copying Department

Includes storage space for reproduction supplies, Collator rack, additional working shelves. Automatic paper ejectors, legal and letter size, built into cabinet for maximum convenience.

MODEL 9-C

$229.00

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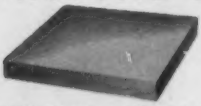


Speed-O-Print's new exclusive method of handling developer fluid. Compact, easy to use container provides complete cleanliness. Nothing to mix—nothing to spill.

Complete self-contained model for table or desk-top. Automatic paper ejectors built into base. Light-weight; portable; low cost. Clean to use, simple to operate — nothing to mix, nothing to spill. Capacity up to 9" wide, any length.

AVAILABLE JUNE 15th

MODEL 9-B

$199.00

Copies Everything in Sight . . . in Second

World's Finest Photo-Copiers at World's Lowest Prices

SPEED-O-PRINT

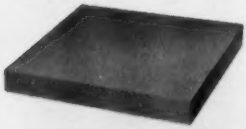
Photo-Copier

A
COMPLETE COMPACT

Photo-Copying Department

Unit copies any document up to 15 inches wide and any length. Legal and letter size paper ejectors conveniently located at top of spacious cabinet which provides storage space for reproduction supplies, collator rack and additional working shelves.

Redi-Pak CARTRIDGE



Speed-O-Print's new, exclusive method of handling developer fluid.

Compact, easy to use container provides complete cleanliness. Nothing to mix—nothing to spill.

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15-C

$249.00

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AUGUST 25th

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Franchises

AVAILABLE

to Qualified Applicants

For the new Speed-O-Print Photo-Copier — the complete line of Photo-Copy machines to meet every need of business and industry . . . plus a full line of reproduction supplies for profitable and continuing repeat business. Financial assistance available to applicants qualifying.

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You'll want to visit the "CompuCenter". . . a unique, cooperative display of six of America's leading E.D.P. manufacturers . . . to see and appraise data processing equipment and systems from many major sources . . . all at one time.

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SILK FABRICS

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FOR MANUFACTURERS OF
QUALITY TYPEWRITER RIBBONS

BOMONT, INC.

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your complete line of money-makers:

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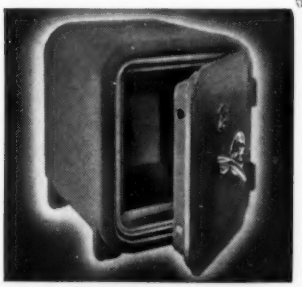
Here is the opportunity of your lifetime! The complete line of low-priced REGNA cash registers and adding machines means: PROFITS, PROFITS and more PROFITS!

Fascinating, jet-aged models meet every demand of today's and tomorrow's business-builders. Choice of electric, hand, 10-key or full-keyboard.

Send today for information and literature.

Move fast — it's profitable!



JOELI fireproof safes, of revolutionary new design, sweep the world with fantastic sales success. Several sizes and models available.

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It's low-priced! It's profitable!
Mail the coupon. Mail it today.
Mail it NOW!

REGNA CASH REGISTERS INC.
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Gentlemen:
Please rush more information on the complete line of REGNA cash registers, REGNA adding machines, Joeli fireproof safes, and outline advantages of becoming an independent Regna-Joeli Dealer.

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Makers of the world famous patented "STA-CLEAN" metallic protective-coated master units
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As a scientist, he works with chemical formulae and a multitude of laboratory devices to insure consistent high performance and to develop new and improved products.

As an artist, he has a special talent or "feel" for the process of duplicating the printed or written word that few men possess.

But artist or scientist, he can depend upon Rose Ribbon & Carbon to deliver promptly the highest-quality duplicating materials.

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Specializing in Master Units

Spirit & Hectograph Carbon Papers

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Suppliers to Duplicating
Specialists Everywhere

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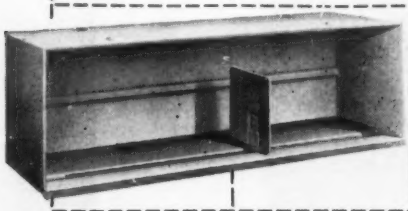
A Subsidiary of Bemis Bro. Bag Co.

BEMIS

For More Information Circle No. 217

DIEBOLD ADD-A-SHELF OPEN SHELF FILING

FILING
CAPACITY THAT GROWS
AS YOUR
FILING
NEEDS
GROW



• Diebold modular design permits expansion of your filing capacity as your needs increase . . . simply by adding Add-A-Shelf units. • Units lock together top-to-bottom, side-to-side, back-to-back! • No tools or additional materials needed. • Add-A-Shelf turns wasted space into storage space . . . can be erected in hallways . . . above doorways . . . used as room dividers.

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INCORPORATED

DIO-1147

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Canton 2, Ohio

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ADLER

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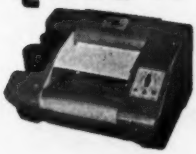
YOU GET THESE 5 EXTRA BENEFITS WITH A QUICK SILVER OFFICE COPY MACHINE



This general-purpose office copy machine will handle all your routine copying needs—letters, invoices, news clippings, reports—**anything**—with the greatest of ease. And, Quick Silver will also give you all the **extra benefits** listed below. No other office copy machine is so versatile as Quick Silver, a completely new photocopy process.

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2. **INEXPENSIVE COPIES.** Quick Silver copies are only 5 cents each! Only a single sheet of paper is used; the throw-away sheet has been eliminated.
3. **FAST COPIES.** Designed for volume, one Quick Silver '300' machine with a single operator will turn out the same number of copies per hour as two transfer machines and two operators! Naturally, that means more production for less money.
4. **PAPER NEGATIVES FOR OFFSET PLATES.** In 25 seconds and for only 5 cents Quick Silver will make a negative in your own office which would cost you $1.50 if you sent it out to be made.
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Address inquiries to Elizabeth, N. J.

Mills at: Elizabeth & Spotswood, N. J. • Lee, Mass. • Mt. Holly Springs, Pa.

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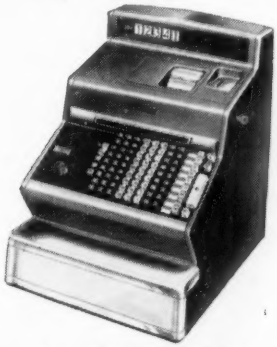

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...Dealers who'd like to learn how easy it is to sell the 8000 line of R. C. Allen Cash Registers...the fastest indication cash registers on the market, that sell for LESS than any competitive make with comparable features.

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Business Machines, Inc.

680 FRONT AVENUE, N. W. • GRAND RAPIDS, MICHIGAN

Adding Machines • Bookkeeping Machines • Cash Registers • Typewriters • Safes and Files • Carbon Paper and Ribbons • Precision Aircraft Instruments

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668 FRONT AVENUE N. W. • GRAND RAPIDS, MICHIGAN

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34 SOUTH HARDING DRIVE
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Amazing new transfer tissues obsolete carbon paper . . . last three times longer . . . make clear, sharp copies . . . *never smudge or smear.* One weight and finish for *all* typewriters.

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** Mylar is Du Pont's registered trademark for its polyester film.*

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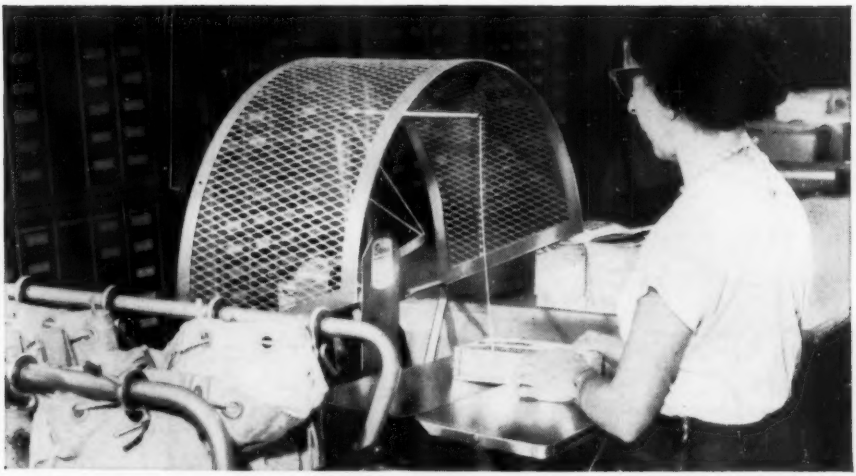
Sold by PAUL B. WILLIAMS, Inc. — *one of America's largest and best-known office supply organizations. Other dealer inquiries invited.*

For More Information Circle No. 475



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on 400,000 mailers a month!

"We tie out over 400,000 mailers per month with our Bunn Tying Machine ...save about 90% in tying time and 50% in operating costs...and our Bunn machine is capable of even greater volume when we need it for extra loads," says Daniel C. Corrigan, Advertising Manager of Manpower, Inc., world's largest temporary help and complete business service.

Anyone can operate a Bunn Tying Machine, and the variety of tying jobs it can do is endless. The machine adjusts automatically to size or shape... ties mail, packages, cartons, literature, cancelled checks. Anything that can be tied by hand, can be tied up to 10 times faster by a Bunn Tying Machine.

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BUNN

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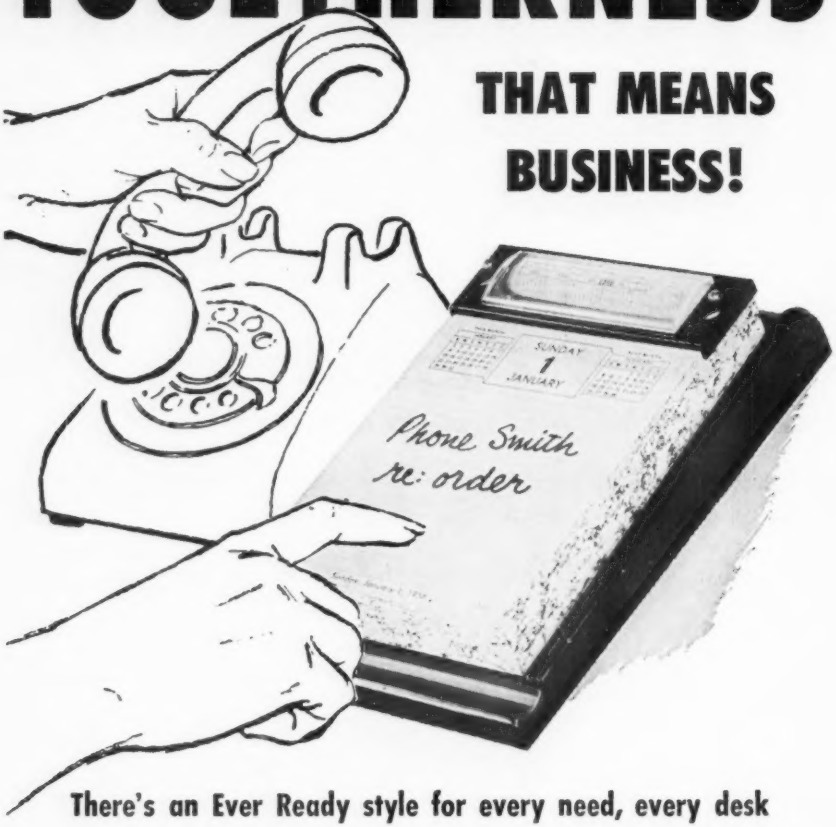

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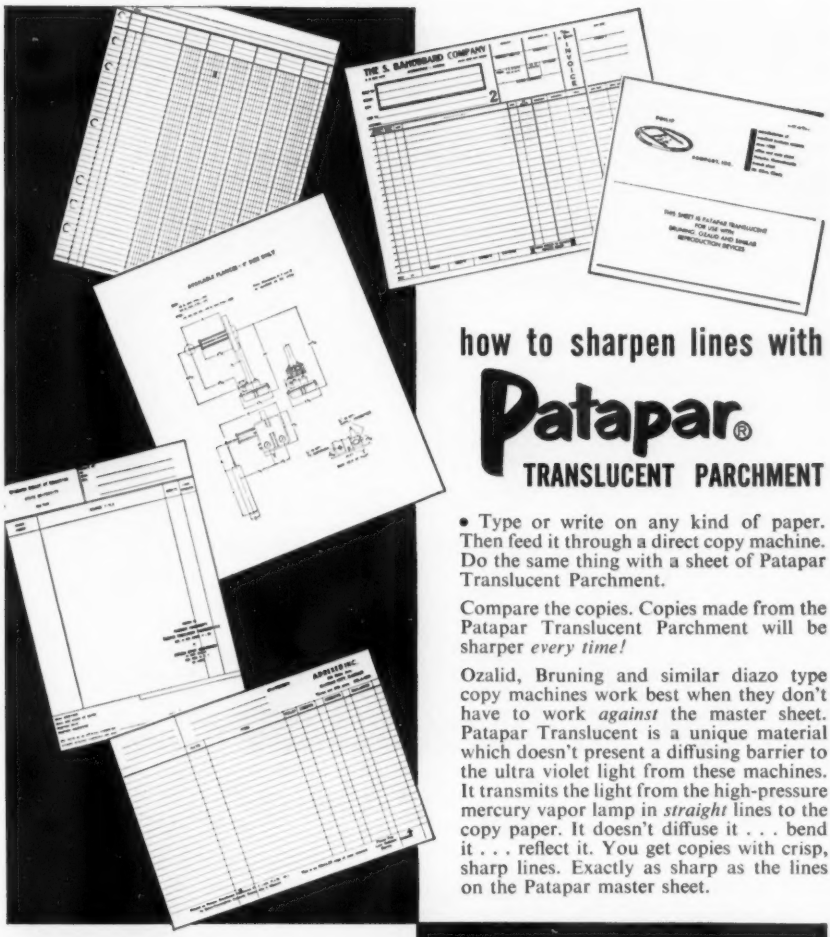

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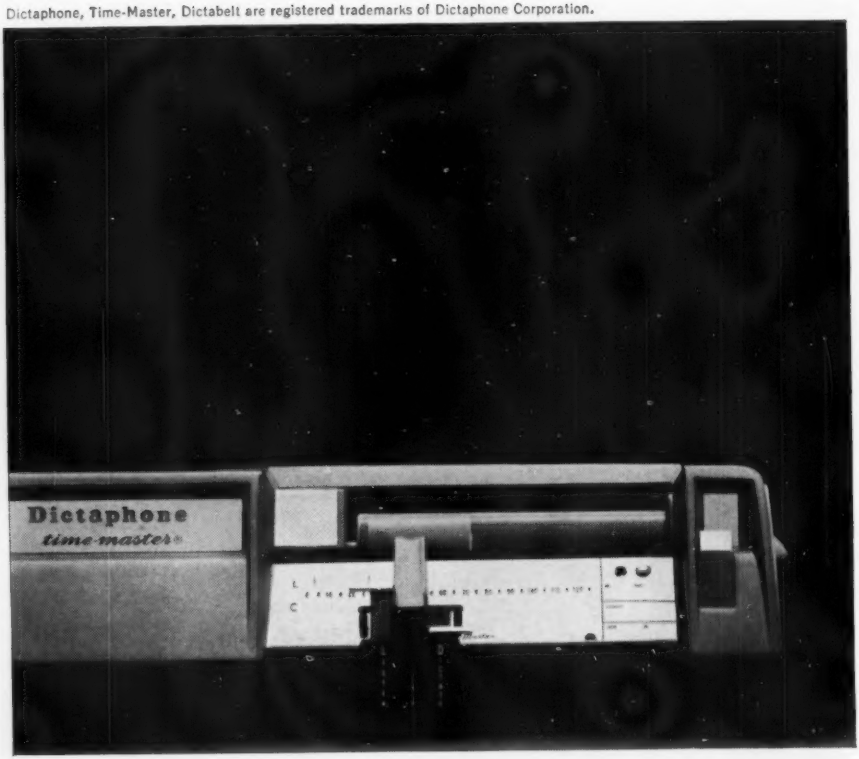

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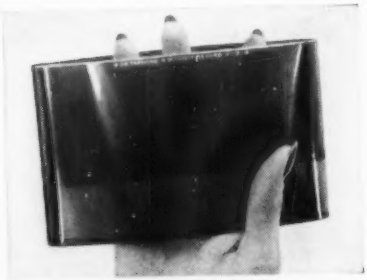

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Here's Work Measurement for Every Office

W. GILBERT BROOKS, Chief Standards Engineer, Pitney-Bowes, Inc., Stamford, Conn.

OFFICE WORK measurement divides into two basic concepts. The first is an informal type of measurement based upon how long a given piece of work now takes, and is primarily used to measure future improvements against this time value. It is used most often in small offices and occasionally in medium size ones. It is also useful as a tool for controlling budgets and measuring group performances. It is the least costly of all techniques, requires infrequent auditing and can always be revised to conform to changing conditions.

The second concept requires precise measurement of how long a given piece of work should take and the time value thus obtained is used to determine how effectively the work is performed against this standard. It is used most often in larger offices but many medium size offices also make use of this concept. It is the most costly but it is of primary importance where incentives are used or where measurement is directed at the individual employee level. It provides the most accurate time values and therefore is more valuable for planning, budgeting and controlling costs. It must, however, be constantly maintained and periodically reviewed to prevent it from getting out of line. This is the concept of office work measurement held by most office supervisors and, after looking into the cost of setting up such a program, they regretfully put it aside.

Failure to use some form of work measurement in any office function is unfortunate because, without some idea of the time necessary to handle operations, supervisors are left to their own devices. With all the available techniques of office work measurement, there is no need for any supervisor to

1958

Gilbro & Son Co., Order Department

(a) Month	(b) No. of Days Worked	(c) No. of Clerks	(d) Hours Per Day	(e) Clerk Hrs. Absent	(f) Tot. Hrs. Worked	(g) No. Orders Processed
Jan.	21	4	8			
Feb.	19	4	8			
March	22	4	8			
April	22	4	8			
May	21	4	8			
June	21	4	8			
July	22	3	8			
Aug.	21	3	8			
Sept.	21	4	8			
Oct.	22	4	8			
Nov.	20	4	8			
Dec.	22	4	8			
Total						

Fig. 1.

feel he cannot afford to use this valuable tool. This article will demonstrate an acceptable technique that can be used at a minimum cost. It is usually called Past Performance Standard but it may also be known as Past Actual Average Time. In essence, this technique belongs to the first concept because it determines how long a given job now takes, and is used to measure improvement against this actual time.

Consider an order department in a mythical company, the order department of Gilbro & Son Co., a small department of four girls and a supervisor. The work of this department consists of receiving orders mailed by dealers throughout the country, opening these orders and separating them into several categories by quantity of order. The order is then entered on a three-part carbonized form. The clerk posts the name and address of the dealer, order by item, discount and shipping date. The order is then removed from the pad, one copy is filed as a record, one copy is sent to stock for filling and third copy is folded and stuffed into a window envelope for return to the dealer as an acknowledgement.

The supervisor decides to develop a standard for his group. He selects the year 1958 as the base for establishing the past performance standard. The information needed is readily available: number of clerks in the department, hours worked per day, number of clerk-hours of absence during each month and the orders processed each month. He, himself, provides the record of orders processed and the number of clerks. Payroll records provide

1958

Gilbro & Son Co., Order Department

(a) Month	(b) No. of Days Worked	(c) No. of Clerks	(d) Hours Per Day	(e) Clerk Hrs. Absent	(f) Tot. Hrs. Worked	(g) No. Orders Processed
Jan.	21	4	8	16.5	655.5	3375
Feb.	19	4	8	16.0	592.0	2694
March	22	4	8	32.0	672.0	4400
April	22	4	8	4.0	700.0	3055
May	21	4	8	10.5	661.5	2455
June	21	4	8	6.5	665.5	2279
July	22	3	8	1.5	526.5	1882
Aug.	21	3	8	8.0	496.0	1584
Sept.	21	4	8	2.5	669.5	1998
Oct.	22	4	8	40.0	664.0	3168
Nov.	20	4	8	10.5	629.5	3245
Dec.	22	4	8	24.0	680.0	3981
Total					7612.0	34116

Past Performance Standard $= \frac{7{,}612.0}{34{,}116} = .223$ hour per order processed.

(.223 hour $\times$ 60 = 13.38 or 13.4 minutes per order processed.)

Fig. 2.

the source for clerk absences. The remainder of the job is primarily mathematical computation.

The first step is to set up a simple form for compiling all information. Fig. 1 shows the form partially filled in by supervisor. The number of days worked each month was quickly obtained from a calendar. Since there had been no overtime required during the year, these figures were posted in column (b). The number of clerks was posted in column (c). Because all vacations are taken during July and August, the number of clerks shows only three. Another method of adjusting for vacations would be to keep the number of clerks correct but to consider vacation time as clerk-hours absent. Either way, the results are the same.

The office functioned eight hours a day so it was simple to post this figure in Column (d). At this point, it is necessary to determine the clerk-hours of absence during each period from payroll records, then post in Column (e).

The supervisor now has all the necessary information for his first computation: multiplying column (b) by column (c) by column (d) and subtracting column (e). The result is posted in column (f). He now knows exactly how many hours were worked during each month and it is only neces-

sary to go to his production records and determine how many orders were processed during each period. He posts each month's production figure in column (g).

Now all the necessary information is available for completing the calculation of the Past Performance Standard. Columns (f) and (g) are totalled. The total of column (f) is divided by the total of column (g) and the answer is the past performance standard expressed as the decimal part of an hour. In this example (Fig. 2) the time for processing an order is .223 hour or 13.4 minutes (.223 times 60 minutes).

Looking first at the possible uses of this past performance standard to the supervisor, assume that the sales department has forecast a 15% increase in orders. This means that the workload in the order department will increase by 15% of four girls or .6 of a girl. Should the supervisor get additional help by combining his needs with some other department so that one more girl will be hired, or can he absorb this amount of work with his present crew?

He refers back to his work sheet, adds column (h) to the form calling it Actual Performance Standard, and proceeds to compute this figure for each month by dividing the monthly figure in column (f) by the monthly total of orders processed as shown in column (g). He now has a monthly time value in decimal parts of an hour (Fig. 3) showing actual time to process an order.

His next step is to increase the total number of orders processed (34,116) by 15% (5117) for an anticipated total of 39,233 in 1959. There is no reason to expect that there will be fewer clerk-hours available in 1959 than in 1958 so he is safe in using the total hours worked (7612.0) and dividing this by his anticipated number of orders (39,233). This results in .194 hour per order processed or 11.6 minutes per order. Therefore, to be able to absorb the increased workload without additional personnel, his department must process an order in .194 hour or 11.6 minutes.

A careful examination of the Actual Performance Standard Column (Fig. 3) indicates that in January, March, November and December, the department did process orders in .194 hour or less. This satisfies the supervisor that the additional workload could be handled with present personnel. However, he might wonder why orders were processed in March at a rate of .153 hour and required .335 hour in September. This should be looked into.

During the months when business was best and orders received were highest, his department handled them in less time than the standard for the year. January, February, March, October, November and December all showed excellent performances. So the supervisor realizes that his employees are acting like normal human beings. When there is a backlog of work, each clerk develops, through trial and error, a best method for doing the job. Because work has to be gotten out quickly, the clerk handles it efficiently and completes the daily flow of orders at a rapid pace. When orders slacken off, each clerk reverts to the longer method of completing the job so as to always

1958

Gilbro & Son Co., Order Department

(a) Month	(b) No. of Days Worked	(c) No. of Clerks	(d) Hours Per Day	(e) Clerk Hrs. Absent	(f) Tot. Hrs. Worked	(g) No. Orders Processed	(h) Actual Perf. Standard
Jan.	21	4	8	16.5	655.5	3375	.194
Feb.	19	4	8	16.0	592.0	2694	.220
March	22	4	8	32.0	672.0	4400	.153
April	22	4	8	4.0	700.0	3055	.229
May	21	4	8	10.5	661.5	2455	.270
June	21	4	8	6.5	665.5	2279	.292
July	22	3	8	1.5	526.5	1882	.280
Aug.	21	3	8	8.0	496.0	1584	.313
Sept.	21	4	8	2.5	669.5	1998	.335
Oct.	22	4	8	40.0	664.0	3168	.210
Nov.	20	4	8	10.5	629.5	3245	.194
Dec.	22	4	8	24.0	680.0	3981	.171
Total					7612.0	34116	

Past Performance Standard $= \frac{7{,}612.0}{34{,}116} = .223$ hour per order processed.

(.223 hour $\times$ 60 = 13.38. Use 13.4 minutes per order processed.)

For 1959, an anticipated increase of 15% in sales orders:

$$34{,}116 \times .15 = 5{,}117 + 34{,}116 = 39{,}233$$

$$\frac{7612.0}{39{,}233} = .194 \text{ hour per order processed.}$$

(.194 hour $\times$ 60 = 11.6 minutes per order processed.)

Fig. 3.

appear busy. Standards based upon historical performance records are only yardsticks yet, through careful analysis of these records, we learn a great deal about the effectiveness of people. The average office employee *will* work effectively and rapidly when there is plenty of work to be done.

The order department supervisor can now talk over the figures with his employees at a department meeting. He carefully reviews what he has done and points out that a past performance standard had been developed based upon the 1958 production record. Explaining the 15% anticipated increase in sales for 1959, he shows how the 1958 standard has to be improved to handle the increased workload. He can show the group that, by their own performances for four months of the year, they have met the revised standard. He can then tell them he has decided to establish the revised time of .194 hour or 11.6 minutes per order as the standard for 1959. The department meeting

provides a chance for supervisor and employees to discuss fully the first formal use of a work measurement standard and allows the supervisor to ask and answer questions. From here on, each employee knows the supervisor is aware of the time necessary to process an order and both employees and supervisor can talk about a common yardstick (time).

The supervisor should make a reporting form to post in a conspicuous place. This Performance Record (Fig. 4) is compiled at the end of each month. The first column merely lists the months. Column (a) shows the number of orders processed that month. Column (b) is the standard time allowed to process an order. Column (c) shows the standard hours produced and is obtained by multiplying column (a) by column (b). Column (d) is computed from payroll records of number of working days, number of clerks, hours worked per day and clerk absent hours. Column (e) is obtained by dividing column (c) by column (d). Any performance of 100% or better indicates that the standard has been met or bettered. Less than 100% indicates performance below standard.

For the first three months (January, February and March) of 1959 the results are very satisfactory. In January, performance is 97%; February, 108.6% and March 93.1%. The total for the first three months equalled 99.7% performance (Fig. 4). This indicates that the standard had been well accepted by employees and they have shown that they can do the job. Employees get satisfaction from working against a known yardstick, accepted by the supervisor as a fair measure of work performed. Posting each month's results with accompanying comments by the supervisor strengthens employee relations because of the common interest generated.

The foregoing is an example of a very simple past performance standard and its uses. At extremely low cost, the supervisor obtains a time value for measurement, planning his workload and, most important, bringing home to employees the importance of their job and the need for raising productivity. Many variations of the past performance standard are developed by individual supervisors to fill specific needs.

Some will argue that any standard set in the above fashion is not valid be-

Performance Record: 1959
Gilbro & Son Co., Order Department

Month	(a) No. Orders Processed	(b) Std. Hours Per Order Processed	(c) Std. Hours Produced	(d) Actual Hours	(e) % of Performance
Jan.	3320	.194	644.1	664.0	97.0%
Feb.	3562	.194	691.0	636.0	108.6%
March	2897	.194	562.0	603.5	93.1%
	9779		1897.1	1903.5	99.7%

Fig. 4.

Job Breakdown: Processing an Order
Gilbro & Son Co., Order Department

Operation Number	Operation Description
1	Pick up bundle of orders from incoming order tray.
2	Read orders and sort into categories
3	Refer to catalog and post order information and prices on order receipt pad. (3-part carbon form.)
4	Separate order receipt pad into three piles.
5	Fold and stuff first copy in window envelope.
6	File second copy in tub file.
7	Place third copy in tray to be sent to stockroom.

Fig. 5.

cause there is no attempt to rate or level performance, and because the standard set encompasses all that happens during a day, without defining these conditions. There is some truth to this. However, if we refer to the original premise that office work measurement is based on two general concepts, the first to measure by any semiformal or non-precise method and use the result as an index to measure future improvement, then the development of past performance standards is a valid and acceptable procedure. As for the development of a past performance standard which defines all or most normal conditions of any job, this too is practical as the following example will show.

Even though the first three months of 1959 went very well, the supervisor felt there was still room for improvement. He became aware that even during the period of heavy activity there were times during the day when the pace slackened. These lulls were not the allotted coffee breaks but he could not pinpoint the periods. He decided to find out just what was happening. His first step was to sit down with the clerks and after discussing the job thoroughly, break it up into operations.

His operation breakdown is a very simple one. On a sheet of paper he lists up a general description of each step in the handling of an order. Alongside each step, he assigns an operation number (Fig. 5). He holds another meeting with his clerks and reviews the job breakdown, explaining that he is going to have them fill out a daily report of their time spent on each operation. He asks them to also show the number of orders they handle at each operation. He can point out that he expects them to show any time that they are not busy processing orders and give an explanation of these delay times. He tells them it is not necessary to show personal or coffee break times as delays. Since there is a large wall clock visible to all clerks in the department, it is established as the official timepiece. The time values as shown on the report should be in whole minutes. After explaining these things, the supervisor al-

lows ample time for answering questions.

The reporting form is simple, designed to be filled out quickly by clerks. Fig. 6 is an example of one day's report for one clerk. The first column shows the time of starting each operation or delay, and after the first start of the day, should agree with the stopping time of the previous function. The second column is the time each operation or delay ends. The third column takes the operation number so that detailed times can be developed for each of the seven operations. The fourth column records number of orders processed at each operation. This is necessary because sometimes operations are not completed on all orders and carry over to the next day. In these cases, a count of orders completed during the operation time is required to make the correct extentions. The fifth column records all delays except personal time or coffee breaks. Explanations should be kept as simple as possible and may be only one word. The time spent making out the form is considered delay time and properly recorded.

Each morning the supervisor picks up these daily time records and production reports and posts them to a summary sheet. At the end of the month, he summarizes the results. Fig. 7 shows a sample summary for April with all extensions made. These figures provide important facts for the supervisor.

Using the previous formula of dividing all clerk-hours (minus clerk absent hours) by the number of orders processed, results in a time of .189 hour or 11.3 minutes to process an order. However, after subtracting all delay times, total clerk-hours (spent only on the operations of handling the order) divided by the orders processed shows a substantial reduction in the time to process an order. The time of .150 hour or 9 minutes, represents a reduction of 20.4%. The actual difference of 2.3 minutes per order shows the amount of time lost for the reasons listed under Delay Description. Now the supervisor is aware of the amount of delay time and the reasons for it, and can take steps to remove the causes of delays.

Reviewing each of the delay causes, he can assign dollar values to the delay hours to make an intelligent decision on how best to eliminate the causes. He adds up the weekly salaries of the clerks in his department and divides this by the normal work week (40 hours) times the number of clerks to obtain an average operating cost per hour. For example: Clerk A, $65; Clerk B, $60; Clerk C, $60; and Clerk D, $55. This totals $240 per week. Four clerks times 40 hours equals 160 hours per week. Then $240 divided by 160 results in an average operating cost per hours of $1.50. Now the supervisor can determine what each delay is costing:

Wait for mail — 64.5 hours x $1.50 —$96.75 per month.

Wait for catalog — 18.9 hours x $1.50—$28.35 per month.

Wait for file — 34.7 hours x $1.50 —$52.05 per month.

Fill out report — 6.7 hours x $1.50 —$10.05 per month.

Waiting for mail may be solved by arranging with the mailroom supervisor to have the mail clerk pick up the mail at the Post Office one hour earlier. It

Daily Time Record and Production Report
Gilbro & Son Co., Order Department

Name: Jane Doe **Date: April 7, 1959**

Start	Stop	Operation Number	Orders Processed	Explanation of Delay
8:00	8:25	—	—	Wait for mail to be delivered.
8:25	8:30	1	35	
8:30	9:45	2	35	
9:45	9:53	—	—	Wait for catalog.
9:53	12:00	3	17	
12:00	12:30	—	—	Lunch.
12:30	2:59	3	18	
2:59	3:16	4	35	
3:16	3:37	5	35	
3:37	3:51	—	—	Wait to use tub file.
3:51	4:21	6	35	
4:21	4:27	7	35	
4:27	4:30	—	—	Make out Daily Time Record.

Fig. 6.

then would be possible to have the morning orders delivered to the order department prior to the start of the working day. The cost of doing this would be less than the cost of having order clerks wait for mail.

The second delay, waiting for catalog, is one that the supervisor could handle himself. He might find that to prepare two additional catalogs would cost $50 and he could get the cost of them back in two months. He might have laid out the job so that two clerks shared a catalog but it proves economically worth while for each clerk to have her own catalog.

The third delay, waiting for the file, could be solved by rearranging the office layout so that tub files are in the center of the office with easy access from all sides. The cost of moving furniture, etc., would not exceed $50 or about equal to the month's cost of the delay.

The delay caused by making out the report form should be considered as a small cost for the important information it provides and the supervisor should be willing to absorb this as a cost of running the department.

The other delay to be eliminated is waiting for a new supply of window envelopes. This might have been an oversight on his part for not increasing his weekly supply order to keep pace with the increased volume.

There will always be small delays caused by emergencies such as fixing lights, etc., and he might decide to allow a flat 5% for these items. This percentage would also cover filling out the daily report form. His next step is

Monthly Summary of Daily Time Records and Production Reports
Gilbro & Son Co., Order Department
Month of April **Number of Clerks 4**

Productive Summary

Operation Number	Clerk Hours	Orders Processed	Time Per Order Processed
1	4.9	3325	.001
2	89.7	3325	.027
3	318.9	3325	.096
4	20.1	3325	.006
5	25.0	3325	.008
6	35.0	3325	.011
7	5.0	3325	.001
Total	498.6	3325	.150 hour

(.150 × 60 = 9.0 min.)

Delay Summary

Description of Delays	Clerk Hours
Clerk absent hours	12.5
Wait for mail	64.5
Wait for catalog	18.9
Wait for file	34.7
Wait for light to be repaired	3.3
Wait for new supply of window envelopes	.8
Fill out report	6.7
Total Delay	141.4

$$\text{Actual Performance Standard} = \frac{(498.6 + 141.4 - 12.5)}{3325} = \frac{627.5}{3325} = .189 \text{ hour}$$

(.189 × 60 = 11.3 min.)

Fig. 7.

to return to his computation of the actual performance standard for April and make adjustments to arrive at a practical standard for future use.

He computes the 5% allowance on the actual clerk hours of 627.5 for the month. This equals (627.5 x .05 = 31.375) hours. Rounding off he decides to use 31.4 hours and add this to the total of his clerk productive hours of 498.6. His new total is (498.6 + 31.4 = 530.0) 530.0 hours. Dividing this figure by the number of orders processed (3325) he obtains a new standard of .159 hour or 9.5 minutes per order processed.

At this point, the supervisor might decide to make a comparison of what has happened to his past performance standards. He starts with the standard first developed for 1958 (.223 hour), then compares it with what he had

figured his standard should be in 1959 to handle the increased workload (.194 hour). This represents a 13% increase in the number of orders that could be handled by the group. The new standard of .159 means that he can now handle 29% more orders than in 1958 and 18% more than he had planned in 1959.

To carry this theoretical example to a conclusion, assume that the supervisor checks with the sales department and finds that orders are being received at a 25% greater rate than 1958. Because of new products being introduced, it is anticipated that orders might run 35-40% ahead of last year. This would require the order department to process from 6-11% more orders than they are now doing. Again the supervisor is faced with a problem: whether to do the additional work on overtime schedule, hire part-time help or try to borrow a clerk for a few hours each day. None of these alternatives are very appealing since he feels that his group works so well now, the addition of new people might have a bad effect. With this in mind, he returns to his computations to determine exactly what effect the increased volume might have on the standard.

He decides to use his April figures for a base and anticipate a 15% increase on those orders. He takes the orders processed in April (3325) and adds 15% to this figure. $3325 \times .15 = 498.75$, rounding off he could use 500 as the added workload. This means that the total orders processed would be $3325 + 500$ or 3825. Referring to his last set of figures he takes the 530.0 hours and divides this by 3825 to get .139 hour or 8.3 minutes to process an order. Comparing this with the .159 hour or 9.5 minutes means that some way has to be found to reduce the time for processing an order by 1.2 minutes. To accomplish this, he may have to find a new method or some sort of incentive to spur the people on. He would have to carefully analyze the situation, take all his figures and pay a visit to his superior.

Meeting with his superior he outlines all the steps he has taken and shows what has been accomplished in reducing the time from the original 13.4 minutes to the present standard of 9.5 minutes. Explaining how he determined his delays and his actions in eliminating them, he shows that, under the expected increase in sales orders, his group needs to process orders in 8.3 minutes. He explains that he cannot get this additional amount of work from his group without some sort of incentive plan. He might propose that, to keep the strong group feeling intact, he would like a plan where the efforts of the group were rewarded as a group.

His suggestion is that he be permitted to call the group together and tell them about the anticipated increase in orders and that the new standard would have to be 8.3 minutes per order. He would continue to compute the actual performance each month and, if it averaged 8.5 minutes per order or less, the group would be rewarded. Since the increased workload equals about 10%, he would like to have 10% of his annual payroll dollars allotted to a special fund. Each month, one-twelfth of the fund could be used for a dinner for the

(Continued on page 343)

Learn More About

THE MAJOR FUELS used to heat offices in this country are oil, gas and coal (this article will not discuss piped steam). Electricity, except in areas close to cheap electric power, is still too costly to be generally competitive for commercial buildings. Solar and nuclear heating, promising for the future, are hardly serious propositions today. By improving their knowledge of these fuels—the respective advantages and disadvantages — office executives may effect economies in their organization's office budget.

Most people like the air around them to be about 70°, the relative humidity 35-40% and, in the case of office workers, the surface temperature of the area they work in to be 70-75°. Today's heating equipment is designed to produce this desired environment automatically and economically. Where a company is moving into new offices or having its offices remodeled, the responsible executives can generally take their pick of the fuels available. Their chance of choosing wisely in this regard is increased if they first familiarize themselves with the basic facts about heating.

Coal was our first modern office heating fuel. In recent times, pollution control programs and difficulties of handling and storage have caused this relatively inexpensive fuel to lose ground. Hard anthracite coal, mined in the northeast, is still used in some older buildings. Soft bituminous coal—mostly from the midwest — though inexpensive, creates too much chimney smoke to be acceptable in many communities. Its use is mostly restricted to giant generating plants where it can be burned without creating too much smoke for the production of electric power. In today's modern office structure, it is difficult to see much future for coal of whatever type, for it involves slow, laborious work and is so unwieldy overall as to be practically out of date.

Today, oil is the principal fuel in the northern, colder half of the nation. But increasingly oil is being challenged by gas whose rise was sparked by discoveries of natural gas as a by-product in the search for oil. Electricity, as stated at the outset, finds a heating market spottily and only where the price is right. Naturally, there are always those offices with particularly individual needs

Office Heating Fuels

where the availability of electric power with its simplicity and efficiency of application may offset its higher cost.

In considering office heating, although the well-being of employees is of first importance, management must be certain that the price is right. Often, modern office design in its attempt to permit as much daylight as possible, demands a premium in high fuel costs. Excessive use of glass with its high heat loss increases fuel consumption. The daylight may be worth the extra cost, but *only* if the fuel selected *is* the most economical.

There need be no mystery about which is the more economical fuel. No matter that oil is bought by the gallon, gas by the cubic foot and coal by the ton. Each measure can be related to a common denominator of heat produced, *i.e.*, British Thermal Unit (Btu). Within minutes, without a slide rule, an office manager can determine which is the cheapest fuel for his company.

Figs. 1 and 2 were prepared from research data supplied by the University of Illinois. They give the basic information for comparing the heat-producing performance of the basic heating fuels. As a general rule, gas is the cheapest, in terms of heat units produced, in southwestern states near the gas fields; coal in areas adjacent to the mines; oil throughout the greater part of the midwest and east.

Less obvious, though possibly more crucial, are the *hidden* costs of office heating. For instance, there are labor costs inherent in keeping some systems in efficient and safe working order. Both oil and coal take up valuable space, gas does not. On the other hand, gas involves certain safety checks not necessary with either oil or coal. What follows are the arguments put forward by industry spokesmen for oil and gas respectively.

The oil people contend that the price paid for gas will go up. They suggest that the wellhead cost of raw natural gas is in an upward spiral that cannot be turned back. It is certain that the price paid for heating fuel—high or low — is of small consequence if the supply, for whatever reasons, runs into difficulties. This does not happen very often today, but it is a chance management cannot afford to take. This is a plus for oil (and coal), since it affords

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Oil	Gallon	140,000	80
Gas	Cubic Foot	1000	80
Anthracite	Pound (2000 per ton)	13,000	80
Bituminous	Pound (2000 per ton)	13,500	65
Electricity	Kilowatt hour	3415	100

Fig. 1. Chart for determining fuel heating costs in any city.

management a finger on the supply at all times. Fuel oil dealers have developed the simple "degree-day system" to a point that they claim assures an oil user of an unfailing private fuel reserve during spells of intemperate weather when the local community's fuel consumption takes a sharp rise.

Under this system, heating experts note the highest temperature of the day, and the lowest and record the midpoint. The norm for each day is 65°; the number of degrees below this norm determines the number of degree days. The oil tank is refilled regularly on the basis of accurate degree-day studies showing the office's consumption rate (coal also can be stored in ample supply by this system).

According to the fuel oil industry, management should be as much concerned with the kind of fuel stored as how much, and should have cognizance of each fuel's safety quotient. Liquid fuel oil, the industry suggests, is completely safe in storage and cannot explode or even burn if a lighted match is dropped into it. The oil must be well atomized before ignition in the combustion chamber. An oil leak can be messy business, but it is not essentially dangerous. On the other hand, escaping gas must find an outlet to the outdoors; otherwise it can cause physi-

OIL (in cents per gallon)		NATURAL GAS (in cents per 100 cu. ft.)
7	is cost equivalent of	5.0
8	" " " "	5.7
9	" " " "	6.4
10	" " " "	7.1
11	" " " "	7.9
12	" " " "	8.6
13	" " " "	9.3
14	" " " "	10.0
15	" " " "	10.7
16	" " " "	11.4

National Fueloil Council

Fig. 2. Cost comparison of oil and gas in cents per sale unit.

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	Oil	Gas	Coal: Anthracite	Coal: Bituminous
Reserves	U. S. reserves are proven reserves only and total 35,987,765,000 barrels (of liquid hydrocarbons). These are the industry's backlog of working stocks and enough for many requirements.	Can draw on North American resources or proven U. S. reserves, totaling 246,569,255 million cubic feet, plus some Canadian and Mexican.	250 years or more.	Around 1,000 years.
Transportation, Distribution and Consumer Supply	Readily accessible to consumers everywhere in the U. S. via tanker, pipeline, railroad tank car and tank truck distribution.	Accessible where pipelines and mains can reach consumer.	Can be distributed via railroad and truck anywhere, but loading and unloading is bulky.	Can be distributed via railroad and truck anywhere, but loading and unloading is bulky. .
Market Storageability	Feasible in quantities to last the largest heating markets. Owner can keep ample supply in tank on his property.	Only short term storage and in small quantities feasible by local utility. Owner cannot store.	Ample storage facilities in coal yards and in owner's bin.	Ample storage facilities in coal yards and in owner's bin.
Heating Efficiency	High—tests show 80% efficiency of modern units.	High—tests show 80% efficiency.	Tests show 80% efficiency with automatic controls or stoker fired; 65% hand fired with controls.	65% highest efficiency with controls or stoker fired.
Convenience	Fully automatic—No owner tending needed.	Automatic except for constant pilot light; no owner tending needed.	Can be fully automatic and stoker fed; produces ash.	Can be fully automatic and stoker fed; produces ash.
Cleanliness and Odor	Completely clean when burned properly. Has some odor as product; burns completely without odor under normal conditions.	Can produce soot but not under proper combustion conditions. Has distinct odor as product; burns completely without odor, under normal conditions.	Does not smoke but can produce fly ash; produces ash; ordinarily no odor.	Tends to smoke produces ash; usually burns with some odor.
Safety	Safe under all reasonable conditions of storage and use; will not ignite from flame or spark except in heating equipment; non-explosive.	Safety precautions necessary; explosive; dangerous to breathe.	Safe under all normal conditions of use.	Safe under all normal conditions of use.

National Fueloil Council

Fig. 3. Overall comparisons of the three major heating fuels. All figures are approximations.

cal discomfort, even suffocation, and will explode on contact with any open flame or spark.

Too many eyes and too many hands on the heating plant can mean that an office is not taking advantage of modern heating systems, say the oil people. They point out that labor costs, where an oil burner is concerned, can be minimized to weekly maintenance duties such as lubricating bearings, cleaning strainers, etc. The bulk of the time —they claim about 90%—can be spent outside the boiler room attending to other work. Change the fuel to coal and, say the oil advocates, additional time must be spent keeping the stoker hopper filled, fires cleaned, ashes and

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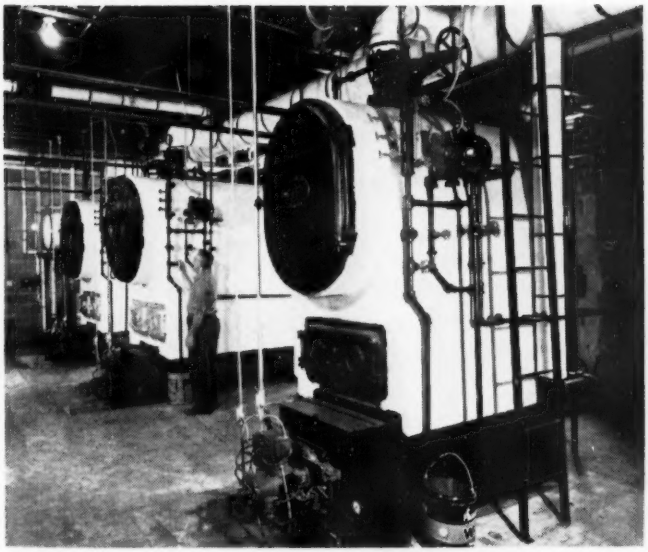


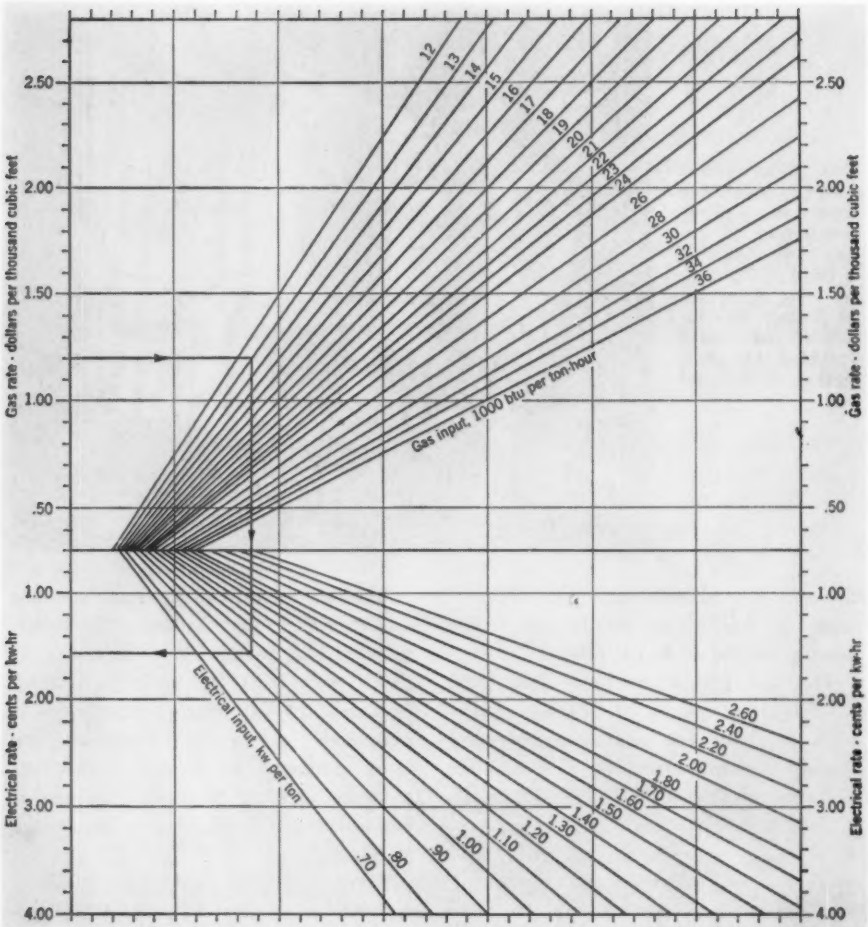
Two 50-hp boilers (left) converted from coal to oil by installation of rotary oil burners. A third 15-hp boiler with a rotary oil burner was installed in space provided by elimination of the coal bin.

clinkers moved outdoors, etc. Fig. 3 sums up the major points about the three principal fuels for offices.

The gas people contend that they have a great variety of heating equipment available for any type of office heating system—much of it applicable to steam generation. Other equipment is suitable for warm air circulating systems. Gas equipment occupies less floorspace and permits a high degree of flexibility. They say the supply is constant, and that over the years, natural gas reserves have more than kept pace with increased utilization. Because natural gas is piped underground from the well to the ultimate user, it may not be subject to weather and other mishaps which could befall the distribution of solid or liquid fuels. The delivery of natural gas is not as much subject to strikes as might be the case when manned transportation is involved.

Another advantage claimed for gas is storage, *i.e.*, space saving. No investment in fuel inventory is necessary as gas is only paid for after it is used. Operation of gas heating equipment is completely automatic, requiring the barest minimum of attention, and records are claimed to show that gas is responsible for fewer fires than any other fuel.

There is no labor problem in handling gas, nor handling of ashes. No operation and maintenance of auxiliary equipment is required, and gas is burned completely and cleanly, presenting no problem in meeting air pollution code requirements. With the equipment on the market today, this type of heating has flexibility regardless of outside temperatures. It is readily adapted to year 'round application for heating during the cold months, cooling during the warm ones and can be the prime mover



American Gas Assn.

Fig. 4. Gas-electric break-even chart based on gas at 1000 Btu per cu. ft. and with electric demand charges included in the rate for electricity.

for mechanical or absorption types of airconditioning. Fig. 4 permits a fast calculation of the break-even rate for electric energy compared to gas.

The selection of a heating system and the fuel to power it is an important decision, affecting as it does the economy and budget of an organization for years to come. The responsible executives should investigate claims closely, check costs, check comparisons, check regulations. When the decision is finally made, management then can be satisfied that its heating system is the most practical choice for its offices at the most economical price.

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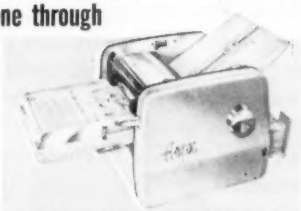

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For More Information Circle No. 395

The Technique of the Loose Rein for Managing People

LESLIE H. MATTHIES, Director,
Foundation for Administrative Research, Tulsa, Okla.

REINS are used to steer horses . . . whether riding horseback or pulling a wagon. The driver, by pulling on the left rein or the right rein, gets his horse to turn to the left or right. After driving his horse around for awhile, a man finds that it isn't necessary to be continually pulling on the reins. He finds that even a horse has some sense . . . horse-sense. As soon as he knows that the horse isn't going to dump the wagon in a ditch, the driver can let the reins hang loosely. *But, loose or tight, he always holds the reins in his hands.* Then, if the horse does make an error, the driver can tighten the reins and correct the error.

Managing people is something like the driver and horse. The top man, the driver, can't do everything himself. He delegates some of his work to subordinates . . . people in whom he has some faith. If the top man holds the reins too tight, he tires himself. He also wears out his people. They get tired of running to him for every decision.

Constantly tight reins are not good. Normally, the manager's reins should hang loosely, but he should *never* drop the reins! He doesn't leave the progress of the wagon entirely up to his subordinates. He always sits in the driver's seat and looks ahead. Then, he can tighten the reins at any time. Just what reins can a man use to help him steer an organization? Systems planning can give him a number of them.

What Is Each Man's Job? Here's one loose-rein technique . . . spelling out each man's responsibility. The boss says to his subordinate, "You are responsible for (1) this, and (2) this, and (3) this." If the boss really wants to hold the reins, he puts this assignment in writing. If this is an assignment of responsibility to one person, we call the document a job outline. Sometimes the assignment will cover work for a group of people that the subordinate supervises and we call it a functional outline.

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men *how* he wants him to work with the team. Who starts this work? Where does Jim leave off and Bob take over? In what sequence does each man or each man-group do his part? Who winds up the job? When it is written, we call this plan a procedure. The purpose of the procedure is to tell people how to work as a *team!* One man does *this* part, another man does *that* part, of the total job.

Getting Action. Next the boss needs some orderly way of releasing his authority. He doesn't want people working catch-as-catch-can. He can release his authority, and get action, most effectively with a printed form. He may say to one of his men: "Under conditions A or B, you are to release this shop order." Thus he issues work authority on a form.

Remembering What Has Been Done. The boss also will say, "Keep track of your work as it goes along." This keeping-track-of-the-work becomes a record or history of what has been done.

Feedback. The boss also must say, "Once a week, let me know how you are doing." The letting-me-know becomes a report or feedback. Action is fine, so is a memory of the action, but those two alone aren't enough. The boss has to know that the action is satisfactory . . . that the wagon is rolling down the middle of the road.

These are the major "reins" for a manager. What it amounts to is saying: tell a man *what he is to do;* then see that *he does it.* Isn't that the real art of management, in a nutshell?

Systems planning can put these reins in the boss's hands: assigning functions . . . telling how to proceed . . . releasing authority . . . keeping track of the work . . . and keeping informed. With these effective reins, the boss can loosen his hold on day-to-day operations. But, while he lets his subordinates go full-tilt at their work, he always keeps his eyes open. He gets his reports, his feedback, often enough so that, if the wagon is heading for the ditch, he can tighten the reins quickly.

The right kind of people respond to the faith their boss shows in them. They like it when he tells them *what* he wants, and then let's them go ahead and work. If the people turn out to be the wrong kind, the boss can jerk up his reins quickly.

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For More Information Circle No. 290

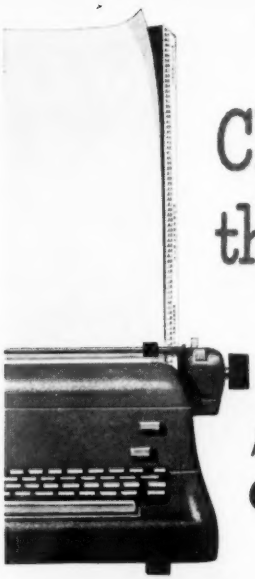
NSOEA Convention and Exhibit Opens in Chicago September 24

THE REVOLUTION in the office will be the theme of the 1960 Convention and Exhibit of the National Stationery & Office Equipment Assn. at the Conrad Hilton Hotel, Chicago, Sept. 24-28. More than 400 leading manufacturers of office equipment and stationery products will occupy a record breaking area for this year's display in the hotel. The many exhibits will be, of course, the convention's main center of attraction. As in the past, many new products will be on view for the first time. The exhibits will be on display throughout the five-day event.

Ralph T. Lowe, co-chairman for the 1959 convention, will this year head the roster of committemen as general convention chairman. Mr. Lowe is sales manager, Retail Trades Tape Div., Minnesota Mining & Mfg. Co., Chicago branch. Kemp Huber, director of sales, Weber-Costello Co., will serve as 1960 co-chairman.

Heading this year's exhibit hall committee will be Frank S. Cognato of C. Howard Hunt Pen Co. He will be assisted by Sam DiFiglio of Gomanco, Inc. Other committee chairmen and co-chairmen are: Melvin Hodges, Joseph Dixon Crucible Co., and Gerald H. Olsen, Weis Mfg. Co., chairman and co-chairman respectively of the hotel committee; Frank H. Moore Jr., Sanford Ink Co., and William H. Martin, Codo Mfg. Co., head the hospitality committee; Robert E. Krumwiede, Elmer Krumwiede & Associates, Inc., and G. L. Henningson, American Pad & Paper Co., head the prize committee; Harry P. Venet, president, Reyburn Mfg. Co., and Herbert J. Johnston, first vice president, Ace Fastener Corp., head the reception committee.

A display of automated office equipment, as well as the other exhibits, will open at 11:30 a.m. on Sat., Sept. 24, in the ballroom foyer of the Conrad



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NSOEA Convention Program

EXHIBITS OPEN: Sat., Noon to 7 p.m.; Sun., Noon to 7 p.m.; Mon., 2 to 7 p.m.; Tues., 2 to 7 p.m.; Wed., Noon to 4 p.m.

MONDAY MORNING, SEPTEMBER 26

AUTOMATION IN THE OFFICE REVOLUTION: WILLIAM F. FREEMAN, *New York Times.*

REPORT OF JURY OF AWARDS AND PRESENTATIONS

MONDAY AFTERNOON, SEPTEMBER 26

WHO WILL WIN AND WHY: WALTER JUDD, *keynote speaker, Republican National Convention, Minnesota Congressman,* and PAUL M. BUTLER, *immediate past chairman, Democratic National Committee.*

TUESDAY MORNING, SEPTEMBER 27

THE WOMAN'S POINT OF VIEW: *a panel of leading women executives.*

TUESDAY AFTERNOON, SEPTEMBER 27

PEOPLE—YOUR GREATEST ASSETS: TRAVIS ELLIOTT, *personnel management consultant, National Restaurant Assn.*

WEDNESDAY MORNING, SEPTEMBER 28

SELLING IN SUBURBIA: PAUL IGNATIUS and MICHAEL L. SANYOUR, *Harbridge House, Inc.*

ARCHITECT-DEALER RELATIONS: GEORGE REINOEHL, *executive vice president, Executive Furniture Guild of America.*

WHY A MANAGEMENT STUDY OF NSOEA: ROSCOE EDLUND, *Rogers, Slade & Hill.*

WEDNESDAY EVENING, SEPTEMBER 28

ANNUAL BANQUET AND DANCE: *Presentation of Awards*

Hilton. It will be followed at 12:15 by a luncheon honoring past presidents and chairmen of manufacturing and field divisions. This will be held in the French Room of the Sheraton-Blackstone. A meeting of the Board of Control is scheduled for the early afternoon in the hotel's Havana Room. Later the same evening, the president's reception will take place in the Grand Ballroom of the Conrad Hilton.

On Sunday the NSOEA Exhibits will

be open from noon until 7 p.m. Sunday morning service will be held at 10:15 a.m. In the afternoon there will be a reception and tea for the ladies.

The general convention session will get under way at 9:15 on Monday morning with an address by W. Neill Stewart Jr., NSOEA president. It will

W. N. Stewart Jr.
NSOEA President

be followed half an hour later by the panel giving rise to the convention theme "Automation in the Office Revolution." This will be in three parts:

Walter Judd

its impact on people; its impact on the office; its impact on management. The panel will be moderated by William F. Freeman of the New York *Times*.

An interesting sidelight will be a debate at the general convention luncheon between Walter Judd, keynote speaker at the recent Republican National Convention, and Paul M. Butler, immediate past chairman of the Democratic National Committee. The title of the debate is "Who Will Win and Why."

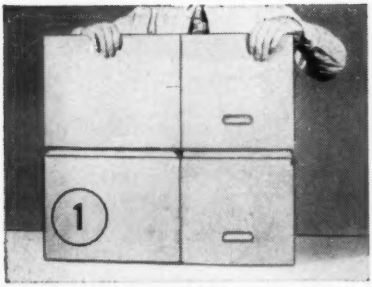
Paul M. Butler

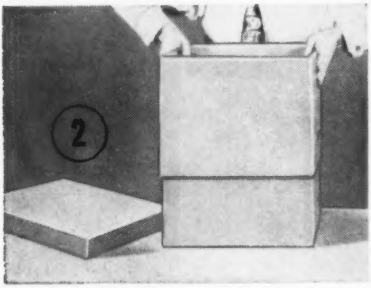
Tuesday will see "The Woman's Point of View" discussed in three panels by leading women executives. Such topics as Reaching the Business Student, Offices to Keep People Happy, What Makes Women Buy? and The Home Office, will be aired.

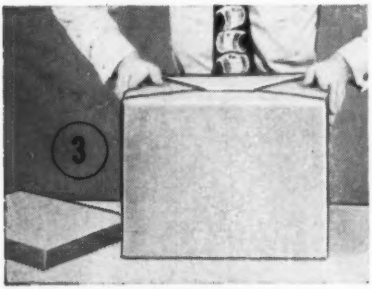
Another general convention session on Wednesday will go into the topic of "Selling in Suburbia." Paul Ignatius and Michael L. Sanyour, Harbridge House, Inc., will present a special report on branch store and shopping center store operations.

"Architect-Dealer Relations" is the title of the discussion to follow. Moderator will be George Reinoehl, executive vice president, Executive Furniture Guild of America. This in turn will lead into a final discussion on "Why a Management Study of NSOEA" under the moderatorship of Roscoe Edlund of Rogers, Slade & Hill.

The convention will wind up the same evening with the annual banquet at which the presentation of awards to the salesman of the year, etc. will take place. Entertainment will consist of a musical program.







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MIRACLE FILE
cuts record retention costs 75% in equipment — 300% in space

The unique Paige Miracle File is a totally new concept in efficient and economical semi-active and inactive record retention, designed to utilize full floor-to-ceiling space.

UNIQUE—because it ships flat; automatically pops up ready for use with no taping, stapling or stitching.

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UNIQUE—because one piece of heavy corrugated board forms a "box within a box" with TRUE double-walled, double-floored, eight-corner construction, to provide exceptional rigidity and stacking strength.

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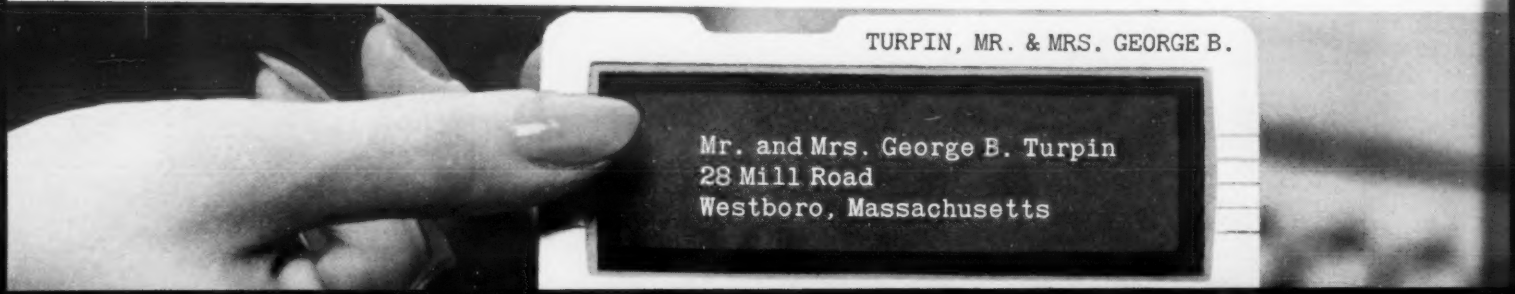
For More Information Circle No. 327

HERE TODAY, GONE TOMORROW



The Elliott Addressing System easily keeps your mailing list up to the minute

THE AMERICAN PUBLIC IS CONSTANTLY ON THE MOVE, and the flexible Elliott Addressing System keeps right in step. Flexibility is essential to everybody who uses the United States mails to keep in touch with clients, customers, or patients—an out-of-date mailing list is a dead weight, useless, wasteful.

The featherlight Elliott stencil can be made on an ordinary typewriter by anybody — economical to make, economical thereafter in operation.

And there's an Elliott Addressing System for every size mailing list, from hundreds to millions designed to address mailing pieces from small size calling cards to mammoth broadsides.

ELLIOTT

35,000,000 Americans moved last year. The Elliott Addressing System easily keeps pace with your ever-changing mailing lists.

LIGHTWEIGHT — *a whole trayload of 125 stencils weighs only 8 ounces.*

TYPEWRITEABLE — *anyone who can run a typewriter can make stencils.*

MAXIMUM SELECTIVITY: *Elliott can automatically address your special classifications, eliminate all other names.*

Elliott Addressing Machine Company
143 Albany St., Dept. O-90, Cambridge, Mass.

Please send me information about the cost-saving Elliott Addressing System suited to my size mailing list, which is.....

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Company_____

Type of Business_____

Street & No._____

City_____ Zone____ State_____

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Never before such luxury in a Folding Arm Chair. A masterpiece in steel with upholstered seat, back and arms . . . the finest of its kind ever created.

Embodies all of those sterling qualities that distinguish the Clarin line — plus — the unique feature of arms that fold with the rest of the chair into a compact 3 inches. Learn how CLARIN can fill YOUR particular seating requirements. WRITE Dept. 50AC TODAY.

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For More Information Circle No. 370

How to Use Peg Strip Accounting Forms

HERMAN M. LEVINE, Mercury Printing Co., New York

PEG STRIP accounting forms which make use of a peg bar, with or without a pegboard, are sometimes referred to as summary strips or pegboard forms. The method has been used in certain industries such as the food, bakery and similar businesses for many years. Its popularity is being increasingly recognized and, in some instances, it has replaced mechanized systems at considerable savings.

Time studies made by a New York company revealed that PSAF was approximately 75% faster than copying figures to a columnar spread sheet, 25% faster than some machine distributions, 20% faster than thumb addition and exhaust methods. PSAF should be considered for distribution work (breakdown into classifications).

Distribution involves accumulation. Since the totals for each part or classification must be determined, the ultimate object is to design a simple method for summarization. The purpose of PSAF is to use original entries to accumulate necessary totals without copying any figures. To summarize information from branch reports or salesmen's orders, totals are accumulated directly from the original forms without transcribing any figures. Peg forms are punched so that they can be assembled on the posts of a peg bar in overlapped or shingled position. Only the columns which carry entries of like classifications are visible for cross addition.

A common way to obtain distribution totals is to use the thumb addition and exhaust method. For example, a clerk is assigned 50 forms of 30 items each, to obtain totals of items. It is necessary to read the 50 tickets again and again to find each of the desired items until all tickets are exhausted. The figures obtained are accumulated in a machine and totals posted to a columnar sheet. Much repetitive handling of tickets is necessary. The operator has to practically read each ticket to find the item being accumulated because items listed are usually not in any given order. Tickets may be handled 1500 times. If, when compared to a pre-determined control figure, an error is determined, it may require repeating all the motions to locate the error.

Another method requires the clerk to read every item listed because they are not in any given order. Each item is copied on a columnar pad for distribution purposes. As in the previous example where 50 forms and 30 items are involved, repetitive handling of forms is necessary. The possibility of posting to a wrong column or missing

the posting of a ticket calls for a time-consuming check to find errors. After the figures are entered on the columnar pad, they again have to be accumulated on an adding machine.

The third method, listing the figures on a tabulating counter, is better and faster than columnar listing. However, the chance of posting to a wrong column is still present. There is no way of box balancing in this method and, in the event of an error, the whole operation may have to be done over to find the error.

It is not claimed that PSAF is a cure-all that will eliminate or replace all other methods of accumulating distribution totals. In many instances, it is a necessary adjunct to systems using marginal punched or tabulated forms. Machine equipment can be relieved of small, sporadic jobs.

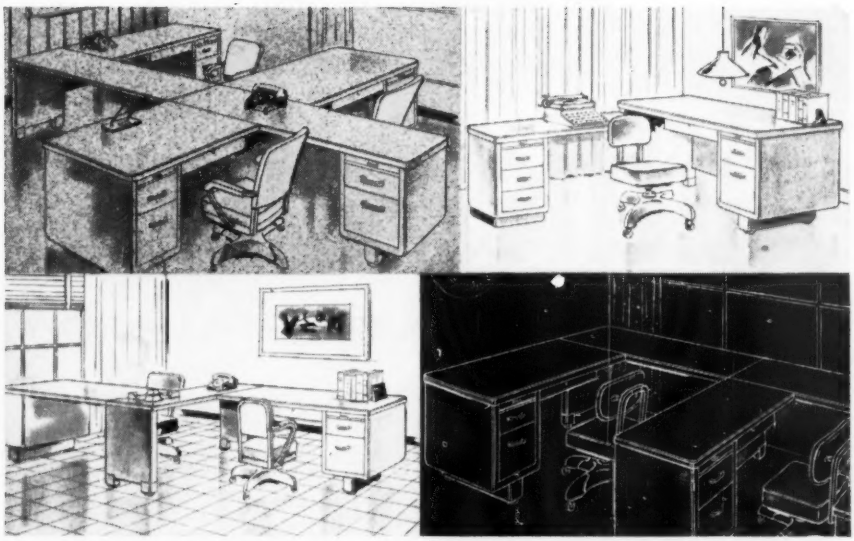
When original forms are shingled on a peg bar, the various classifications appear vertically with original columnar entries visible on each form. The arrangement has the appearance of a columnar spread sheet. The summary recap is also shingled with the peg forms to permit easy cross addition and posting of totals. Forms are handled once for mounting and again removing when all calculations are completed.

The calculating machine operator reads the figures across with the aid of a lineguide or ruler, adds them and records the results on a summary recap. The sum of the vertical footings when cross-added must equal the total of the recap sheet added vertically. This self-balancing feature is generally known as a box balance. If a balance is not struck, the operator knows a mistake has been made and figures can be checked without additional handling of the forms. The clerk has a visible spread from which to make her calculations and additions instead of a pile of tickets or other media to thumb through. In case distributions have to be classified by territories, sales group or any other breakdown, forms can first be sorted and summarized for each group. The forms themselves can be designed to provide any required number of classifications or distributions. An average operator will acquire maximum dexterity and speed in shingling and removal of forms from a peg bar in approximately two weeks.

The peg bar is usually a metal strip equipped with rounded posts accurately and equally spaced. It comes in various lengths to suit different needs and a length of 30″ is recommended for normal requirements. Pegs are used for mounting shingled forms so that the pertinent information on each is accurately aligned in the same relative position. A metal tube goes over the pegs to hold forms in place.

Pegboards are available in various designs and widths, but widths greater than 30″ are awkward to handle. The depth of the board is usually 18″ which appears to be about the maximum useful depth. Raising the top of the board about an inch above the desk top tends to equalize eye distance to all parts of the board. The lineguide is set on a track along the left-hand edge of the board and extends at right angles from this edge. It may be moved up or down to any position across the board.

Accuracy and registration in the printing and punching of peg strip



92 jobs or 92 people

. . . or how to get ⅓ more work space out of your floor space while satisfying 92 individual office personalities.

We understand the impossibility of trying to make one desk fit every job. (An engineer's work in no wise resembles a secretary's.)

So we've designed work surfaces, cabinets, bookcases, center drawer, file drawers, etc., to a module so they would fit together harmoniously.

There are at least 92 different modular combinations to suit the individual taste and working ways of either executives or stenos, bookkeepers, engineers, clerks or status-seekers, and so on.

We call this extremely functional furniture Y&E Mod-U-Ell. It's made with the same insistence on perfection as all Y&E office furniture.

Some popular Mod-U-Ell assemblies look like this in plan view:

There are variations to interest you. All very imaginative, efficient, handsome, *providing at least one-third more work space than ordinary desks* give you in the same floor space. See them.

Use coupon below. Or call your Y&E representative. He has the details and a lot of planning ideas to go with them. He's located wherever you are.

Please send me my copy of your detailed booklet on Mod-U-Ell, without obligation.

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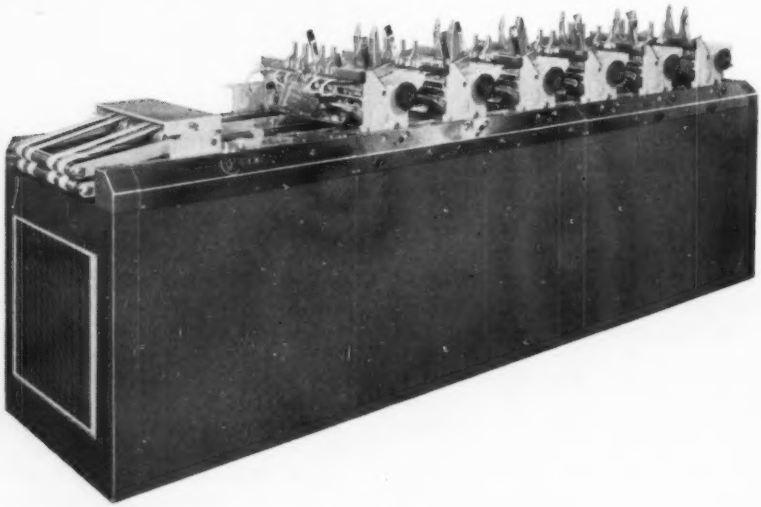
For More Information Circle No. 397

THE PERFECT

gather-all

SHEET & SIGNATURE COLLATOR



Didde-Glaser pioneered – and proved – automated gathering machines in the bindery with the *Speed-Klect – only fully automatic sheet collator in the world to gather and glue one-time carbon forms at high speeds!*

Now, Didde-Glaser introduces the newest sensation of the printing industry – a Tandemer / Gather-All team for producing office forms. You can always depend on Didde-Glaser for the latest innovations in automation for the printing industry.

THE GATHER-ALL. The new Didde-Glaser Gather-All is designed as a labor-saving, cost-reducing collator for sales manuals, instruction booklets, price sheets, pamphlets, mailing pieces, and folded signatures.

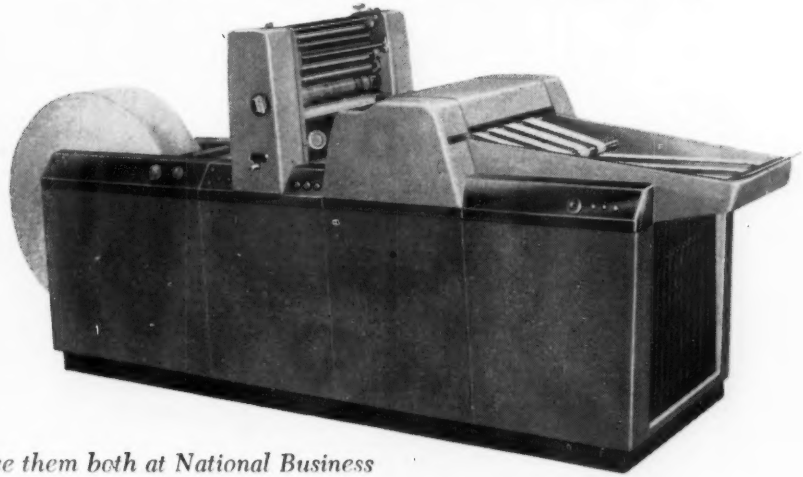
When coupled with a stitcher, creeper, criss-cross or other delivery attachments, the Gather-All completes the printed job. A compact, modular collator, built in three- and four-station add-on units, additional Gather-All units may be added at any time in your plant.

For More Information Circle No. 347

COMBINATION

TANDEMER

ROLL-FED OFFSET PRESS



See them both at National Business Show, N. Y. Coliseum, Oct. 24-28th.

THE TANDEMER PRESS. In this new modular, high-speed, roll-fed press, Didde-Glaser offers a low-cost offset jobber that brings "big-press" performance within the reach of every office forms printer.

For office forms, the Tandemer "starter" set – consisting of one roll-stand, one offset printing unit, one terminal cut-off unit, and one creeper delivery unit – will print anything a small sheet-fed press will print . . . four times as fast!

A request on your letterhead will bring complete information concerning the Tandemer/Gather-All team promptly. Please write: **Didde-Glaser, Inc., Dept. 09, 50 Hiway and W. 12th Ave., Emporia, Kan.**

Didde-Glaser, INC
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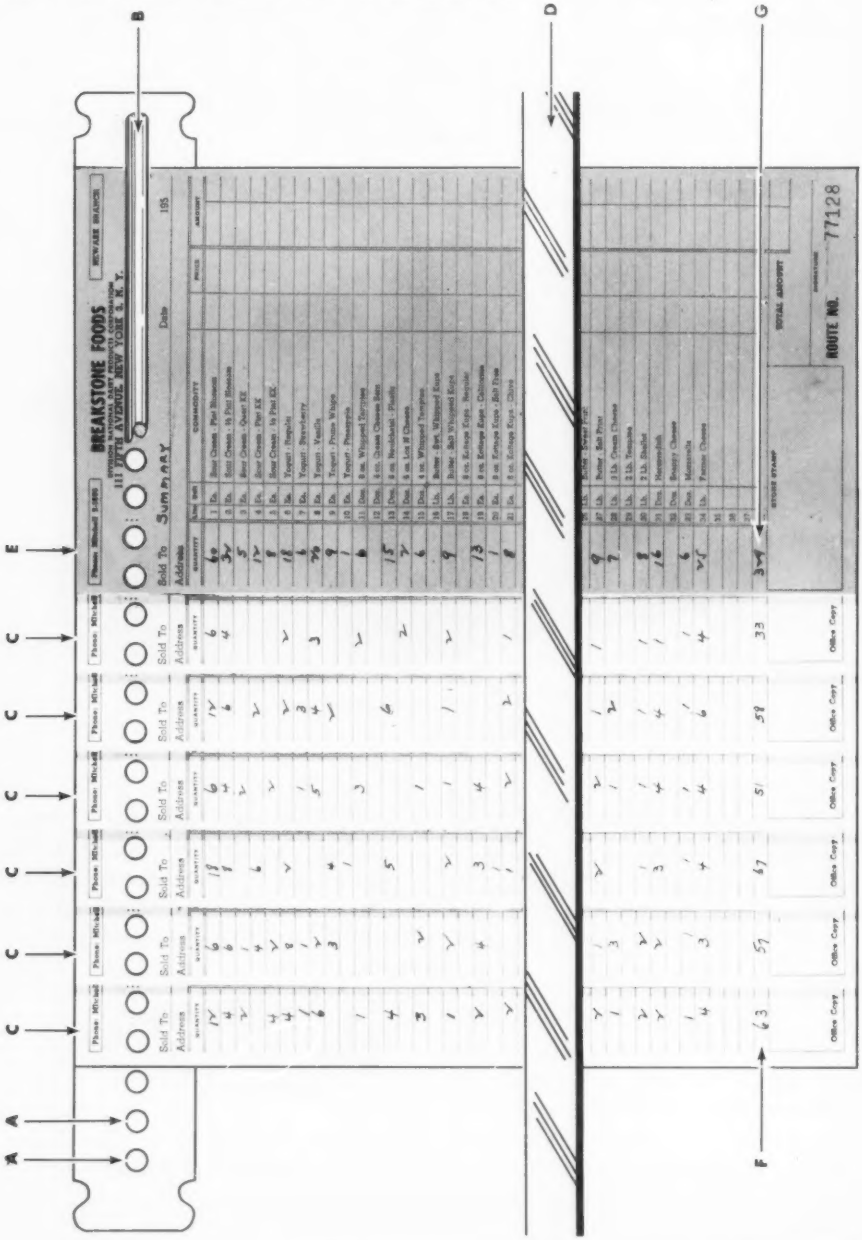
Designers / Manufacturers / Distributors of Graphic Arts Equipment

For More Information Circle No. 348

accounting forms is of great importance. The classified data on a form may be arranged in many ways, from a single column to be exposed, to several columns with special flips and fold-overs, determined by the form's use.

A. Peg bar with pegs to hold forms. B. Tube that holds forms on pegs. C. Only pertinent column is visible. D. Lineguide. E. Summary form for posting cross-added totals. F. Individual column total. G. Summary total.



STANDARD INTRODUCES AMAZING REVOLUTIONARY *ELECTRONIC* FEED IN A GREAT NEW LINE OF FLUID DUPLICATORS

THE ROCKET Starline SERIES

THE CROWNING ACHIEVEMENT IN FLUID DUPLICATING

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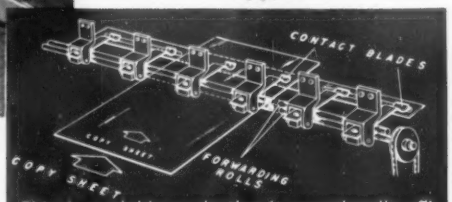

This dependable mechanism is sensationally efficient. Continuous action Forwarding Rolls instantly advance paper to Registration Rolls (not shown). As paper passes Contact Blades, it interrupts current, starts Registration Rolls, then Duplicator Drum in a timed sequence. Even the smallest practical size form sets duplicator in motion.

Operator skill in fast, accurate hand feeding of forms is made unnecessary by this Electronic Feed Duplicator. This skill has been built into the machine itself. It is almost unbelievable, yet a mere sheet of paper, advanced casually or even carelessly, will activate the duplicator for perfect copies in precise registration. Electronic Feed actually corrects operator errors in feeding. So fast is its action, a speed of 100 copies or more per minute in exact registration can be attained, even by an inexperienced operator. Model E14E-P above, revolves, lets you choose the operating position you prefer, front feed, side feed, etc. Write for free brochure.

STANDARD DUPLICATING MACHINES CORP.

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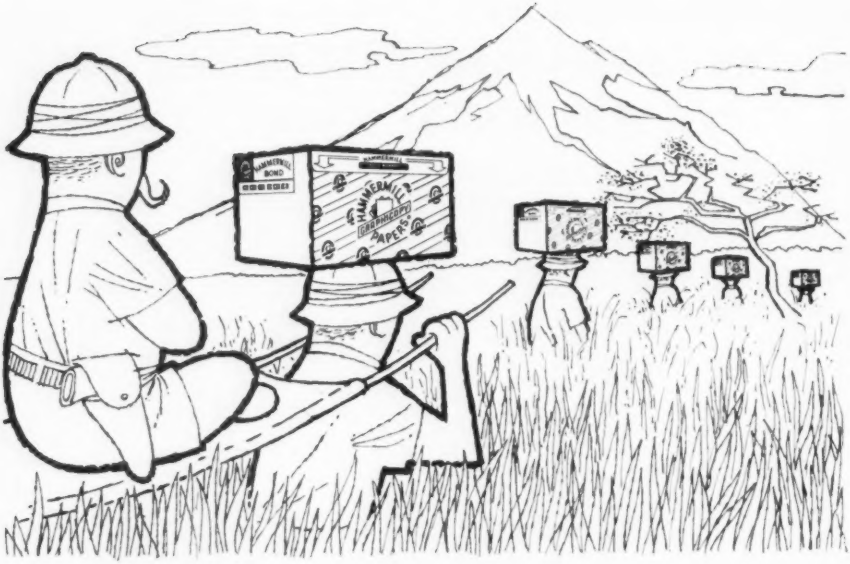

How can you re-use Hammermill Graphicopy's sturdy carton?

ON YOUR NEXT SAFARI? Or would you prefer to keep these handsome cartons at work in your office? Many Hammermill Graphicopy® customers use Hammermill Graphicopy cartons as storage cabinets, delivery boxes, files and even extra waste-baskets.

Another reason why Hammermill Graphicopy cartons are so popular: they open easily and close snugly.

Of course, the *big* reason for collecting Graphicopy cartons is inside—Hammermill Graphicopy Papers. These 8½ x 11 and 8½ x 14 and larger papers are made for printing, duplicating and office use. They're made right to run right on your equipment. Ask your nearby Hammermill supplier to introduce you to Graphicopy Papers. Hammermill Paper Company, Erie 6, Pennsylvania.

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Secretary

Annual NBFA Convention

SPECIAL SPEAKER at the 15th Annual Conference of the National Business Forms Associates will be Charles Lapp, professor of marketing, Washington University. The conference is set for St. Louis, Sept. 14-18. Dr. Lapp's talk, titled "Selling Strategies and Approach to Sales Management," will open the proceedings on Thursday, Sept. 15, when the conference will officially get under way.

Throughout the four days of the meeting, executives and salesmen of member companies will get together in almost continuous business sessions embracing the major fields of business forms design and distribution.

Scheduled to take place at the Chase-Park Plaza Hotel, the event is expected to attract a record attendance. About

Exhibitors at the NBFA Convention

Adams Bros. Salesbook Co.
American Carbon Paper Co.
American Register Co.
Bedinghaus Business Forms Co.
Beekley Corp.
Colonial Carbon Co.
Colonial Salesbook Co.
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Miami Systems Corp.
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National Systems & Forms, Inc.
Newport Business Forms Inc.
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Payset, Inc.
Rotary Business Forms, Inc.
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Rogersnap Business Forms Co.
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Shumate, Inc.
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Speedograph Inc.
Stevenson & Smith, Inc.
Stock Forms, Inc.
Transkrit Corp.
Western Paper Goods Co.
Yawman & Erbe Mfg. Co.

35 important manufacturers of business forms and related products will exhibit in the hotel's exhibition hall. These manufacturers will show existing products and new lines.

Following Dr. Lapp's talk, in the afternoon, James Oliver of the Philip Hano Co. will conduct a forum session on tabulating forms systems. Later the same day, the seminar program will be conducted by Richard Anthony, aided by Douglas Kerrigan, Gerald Mayham and Frank Overbeck. Subjects will cover new products and trends.

All Friday, concurrent sessions will be held on such topics as publicity, sales promotion, management problems and the training of salesmen.

Featured speaker Friday afternoon will be Ray Marien, forms and procedures manager, Olin-Mathieson Chemical Corp. Mr. Marien will speak about data processing and its special problems.

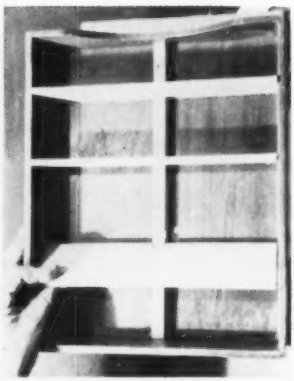
Saturday about 9 a.m., National Cash Register Co. will present NCR accounting machines. This presentation will be conducted by J. R. McMillan, manager of NCR machine sales at the local St. Louis office.

Balance of Saturday will be devoted to seminar sessions on various subjects including a series on business forms systems and applications.

Manufacturers will find the joint entertainment committee under the chairmanship of H. Myers of Frye Mfg. Co., host to themselves, members and guests at a party expected to be "the best ever." The meeting will end with the traditional NFBA banquet, to be held Saturday night in the Chase Club room.

This year the members and guests will see a presentation of awards to the original seven NFBA members. Fifteen years ago these seven small companies were the backbone of an organization that today includes 160 offices throughout the U. S., Puerto Rico and Canada. Headquarters of this national association is at 409 E. Broward Blvd., Ft. Lauderdale, Fla.

Hanging Shelf from Wood File Tray



When you replace wooden desk trays with metal or plastic ones, turn the old trays into handy wall shelves. Slot a ½"-square dowel to receive ¼"-plywood shelves. All pieces can be glued or nailed in place with brads. Heavyweight paperboard may be used as shelves for a quick, temporary job. The finished unit can hang near a desk to hold small items that are often needed in a hurry.

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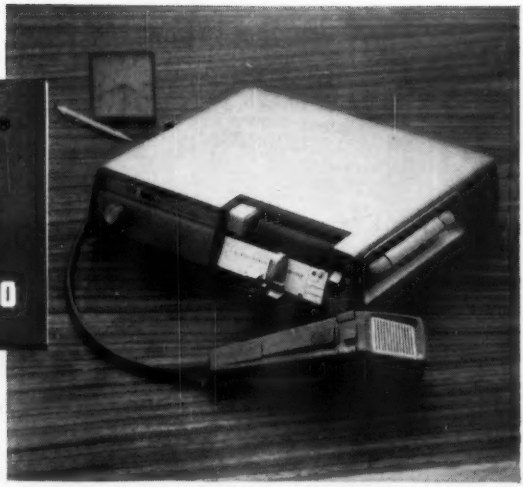
Now Uses
EGYPTIAN S-200



"We chose Egyptian S-200 over all finishes tested because of its superior abrasion resistance"

Dictaphone Corporation is that way about its products . . . precise, positive, progressive. They live by a credo . . . "If it improves our product—we want it!"

If your product must stand up to the daily wear and tear the Dictaphone Dictating Machine is built to take, you owe it to yourself, your product, and your customer to learn more about Egyptian S-200.

Write for descriptive pamphlet . . . *or better yet* . . . let Egyptian arrange to test coat one of your products — *no obligation of course.*

more advantages Dictaphone® *finds in* EGYPTIAN S-200

OUTSTANDING RESISTANCE to chemicals, humidity, perspiration, salt atmosphere

UNUSUAL SURFACE HARDNESS and scratch resistance (more than five times that of better grades of baked enamel)

ECONOMICAL APPLICATION: choice of a one or two coat system

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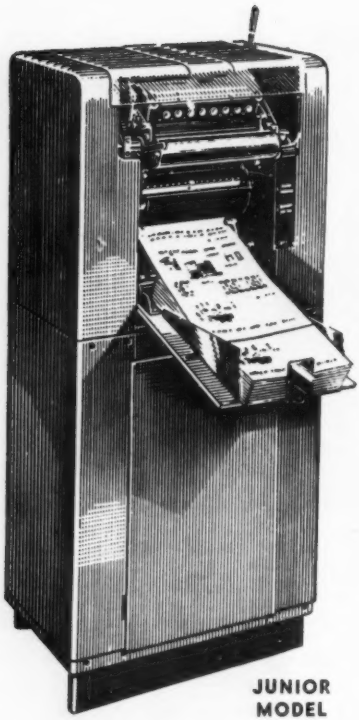

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Copiliith Junior brings high quality to all your office duplicating. *Prints* forms, letterheads, and fine halftones, too. It's simple to use—just type, write, or draw directly on a Copilith Plate. No darkroom or messy chemicals. Plate costs are only about one-fifth of old-fashioned stencils. Both short and long runs are economical.

The Junior is always ready for use. Three simple motions and you're printing at 4,000 i.p.h. Exclusive Copifount process automatically regulates water and ink. It's clean, quiet, compact—smaller than the average file cabinet. The cost? Only $1,695 (including F.E.T.) f.o.b. New York. *Call your Copilith branch or dealer today for a demonstration in your office.*

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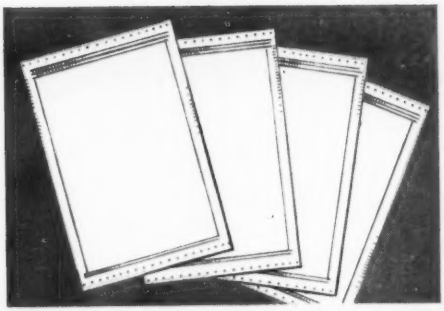
FOR ALL OFFICE PRINTING AND DUPLICATING MACHINES



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863-865 State St., FO 8-1681

BUFFALO, N. Y.
Frontier Business Systems
209 Dartmouth Ave., UN 1200

CHATTANOOGA, TENN.
Litho Plate Co., Inc.
2205 Vine St., MA 4-2671

CHICAGO, ILL.
Copease Corporation
228 N. LaSalle St., ST 2-1383
General Plate Makers Supply Co.
5441 N. Kedzie Ave., IN 3-2411

CLIFTON, N. J.
David Z. Roth & Co.
1235 Main Ave., GR 2-9300

COLUMBUS, OHIO
The Thompson Co.
80 N. Third St., CA 1-5872

DALLAS, TEX.
Copease Corporation
2206 Irving Blvd., RI 7-9888

DELAND, FLA.
Southern Equipment Co.
204 N. Florida Ave., RE 4-1365

DENVER, COLO.
W. E. Petrie Co.
1008 Lawrence St., AL 5-1204

DETROIT, MICH.
Copease Corporation
13015 Puritan Ave., UN 2-2173

EL PASO, TEX.
Field-Parker Co.
310 Texas St., KE 3-5991

HARTFORD, CONN.
Copease Corporation
80 Farmington Ave., CH 7-3261

INDIANAPOLIS, IND.
The C. D. MacPherson Co.
4176 College St., AT 3-4133

LOS ANGELES, CAL.
Copease Corporation
3671 W. 6th St., DU 5-2881
Barker Products, Inc.
1508 S. Main St., RI 9-2341

MINEOLA, N. Y.
Van Son Holland Ink Co.
91 Union St., PI 6-2690

NEW YORK, N. Y.
Copease Corporation
425 Park Ave., PL 3-6692

NORFOLK, VA.
W. I. McKendree Co.
245 W. Bute St., MA 2-9955

OKLAHOMA CITY, OKLA.
Oklahoma Printers Supply Co.
608 N. E. Third St., JA 5-7553

PEORIA, ILL.
Lens & Camera Co.
135 S. Jefferson, PE 6-1321

PHILADELPHIA, PA.
Foster Type & Equipment Co.
13th & Cherry Sts., LO 8-2166

PHOENIX, ARIZ.
Arizona Photo Center
1633 E. McDowell St., AL 4-5616

PORTLAND, ORE.
Litho Engineering & Research
636 N. W. 16th St., CA 3-0374

SAN DIEGO, CAL.
Nelson Photo Supplies
1917 India St., BE 3-8936

SEATTLE, WASH.
Litho Engineering & Research
1114 Post Ave., MA 2-3920

TULSA, OKLA.
Oklahoma Printers Supply Co.
328 E. Third St., call Okla. City

WASHINGTON, D. C.
Modern Duplicator Co.
734 15th St., N. W., EX 3-2339

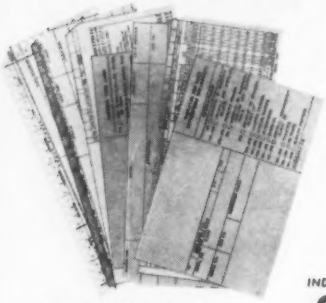
WICHITA, KAN.
Kansas Printers Supply Co.
1312 Douglas, FO 3-5994

OR WRITE COPEASE CORPORATION, Dept. O-9,
425 Park Avenue, New York 22, N. Y.

For More Information Circle No. 371

Here is a completely new labor cost data computer

it's the new Calculagraph 500 Series



Now the completely new Calculagraph 500 Series labor cost data computer brings automation to the largest single cost factor of most businesses — labor time.

As a system in itself or as an integral component of any cost control system, the Calculagraph corrects the weakest link inherent in most systems by automatically computing and printing actual hours worked. This will assure 100% accuracy by eliminating the human frailities in manual computation and, in most cases, eliminate most of the clerical labor costs.

As a result, in a unit card system, the Calculagraph 500 Series can save time, clerical costs, and attain greater accuracy in your input data. It can be installed without disrupting your present factory-to-office data collection procedure. We can show you how if you will send samples of your present job cards for analysis.

FITS ANY SYSTEM . .

INDUSTRIAL DIVISION
CALCULAGRAPH Company
278 Ridgedale Ave.
Hanover, New Jersey

For More Information Circle No. 231

RIGHT or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Is Seniority Always the Rule in Filling Vacancies?

What Happened:

When a vacancy opened up, a senior and a junior man applied. They were each given a test in which they scored about equal, yet the company did not select the man with the higher seniority. Instead, it studied the past performance records of both men and decided that the younger man was more stable. The older man took his grievance before an arbitrator and said:

1. The company rule states that where ability of two men is equal, length of service will prevail.
2. In the test I came out okay.
3. I'm entitled to an opportunity to make good.

The company responded:

1. Tests are only one standard for evaluating an employee.
2. The junior man's past record is superior. He produced more and his quality of work was better. His interest and attitude were higher.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT A BOARD OF ARBITRATION RULED: "In making such comparisons the company is entitled to use tests so long as they are reasonable and

valid for the purpose at hand. It is true that both men passed the screening tests for the job, but the arbitrators are convinced that there is a real difference in the performance records of the men. The unrefuted testimony of the company is to the effect that the senior man had in the past requested a demotion, refused a promotion, been officially reprimanded for poor quality and quantity of work and was adjudged by the supervisor to be a 'borderline' worker. In contrast, the junior man had received no reprimands, his work was rated 'good' both as to quality and quantity. He was eager to be promoted. It is the board's opinion that a real difference did exist between the two men. After careful consideration it is awarded that the selection of the junior man for the promotion was not discriminatory; the company was justified in its decision."

Can You Use Men to Do "Women's" Work?

What Happened:

The company had a job which employed ten women in the past. In a reorganization of the department, the jobs were re-designed. While doing this, the company decided to replace the women with men. In this way, the work could get done by nine men instead of ten women.

The ladies protested loudly, "These are women's jobs for the most part and you have no right to discriminate against us." Also, they said, "Just give us a chance and we'll show you that we can even out-produce the men."

The company tried to explain that the jobs were different now—and that there were important cost savings in using men instead of women workers.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT A BOARD OF ARBITRATION RULED: "If the employer can demonstrate that his action involves change in job content, monetary savings, production gains and increased

Copyflex One-Writing System Gets Accounting Reports Out—Days Earlier!

Bruning Copyflex copying machines do more to speed and simplify accounting paperwork than any other paperwork machine on the market.

Copyflex flexibility lets you reproduce, from one worksheet or form, any series of comparative, cumulative, or consolidated reports and schedules. You write or type information once on the original form, add or change information whenever desired, make up-to-date Copyflex copies at any point for distribution. No clerical retyping or rewriting of repetitive data. No proof-reading. No copying errors.

Copyflex will fit in with any forms or electronic data processing equipment you are now using. Whether it's a multiple-part continuous form or a snap-out set you simply include a translucent part which can be used by Copyflex to reproduce additional copies.

Copyflex gives you sharp, black-on-white copies (color-coded if desired) for as little as a penny each for materials for letter-size. A small Copyflex machine costs no more than a standard typewriter. You have everything to gain by mailing the coupon.

BRUNING
Copyflex®

Charles Bruning Co., Inc. Dept. 9 H
1800 Central Rd., Mt. Prospect, Illinois
Offices in Principal U.S. Cities
In Canada: 103 Church St., Toronto 1, Ontario

Please send me more information on Copyflex for Accounting.

Name_____ Title_____

Company_____

Address_____

City_____ County_____ State_____

For More Information Circle No. 232

flexibility, then he does have a right to introduce a new method of operation and assign exclusively male personnel. The company has shown these facts, and this arbitration board holds that the company was justified in its action. The grievance of the women employees is denied."

May Management Reduce the Hours in the Work Week?

What Happened:

Because of a strike at one of their supplier's plants, the company didn't have enough materials on hand to keep all the workers occupied. Instead of a layoff, the company decided to go on a four-day week. This would keep all of the employees on.

"You can't do this," said employees. "The work-week should be 40 hours and cannot be reduced. If you must reduce on production, then use layoffs so that senior employees will still have a 40-hour week."

The company took exception to this, saying the 40-hour week was not guaranteed. It's just a statement of general policy to indicate when overtime starts. Furthermore, as management, we are the ones to decide what the work-week is.

Was the Company:

Right ☐ **Wrong** ☐

WHAT ARBITRATOR HOWARD G. GAMSER RULED: "The right to relieve or layoff employees because of lack of work or other circumstances is a management right. A statement defining the work-week as being 40 hours cannot be regarded as a guarantee of employment for all or any particular group of employees for any specific number of hours per day or number of days per week. The company has the right to make a decision to operate on a four-day week."

New "Sav-a-Step" control bar takes one-touch totals and sub-totals

New one-touch control lets operator take totals or sub-totals automatically on one split motor bar. Greater speed, accuracy, and convenience.

Automatically prints subtractions, credit balance in red. (Symbols are extra large, easy to read.) New contour keys are easy on your fingers. Whisper-quiet operation. Electrified correction key gives instant, one-touch clearance.

Dramatic new styling in modern brown and sand tone color. The 1960 Premiers are precision-built for years of trouble-free service. 10 key or full keyboard, hand or electric. Sensibly priced, too! (See the new Premier and Victor's other 1960 model adding machines and printing calculators.)

VICTOR
business machines
Victor Adding Machine Co.
Chicago 18, Illinois
Victor Adding Machine Co., (Canada) Ltd., Galt, Ontario
Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Made in America

See the Adding Machine section in the Yellow Pages for Factory Branch or Dealers. Or mail coupon today!

Find Your Nearest Dealer in the Yellow Pages

Victor Adding Machine Co., Dept. 0-9
Chicago 18, Illinois

Please send new four-color brochure on your new 1960 Premier Adding Machines.

Name .....

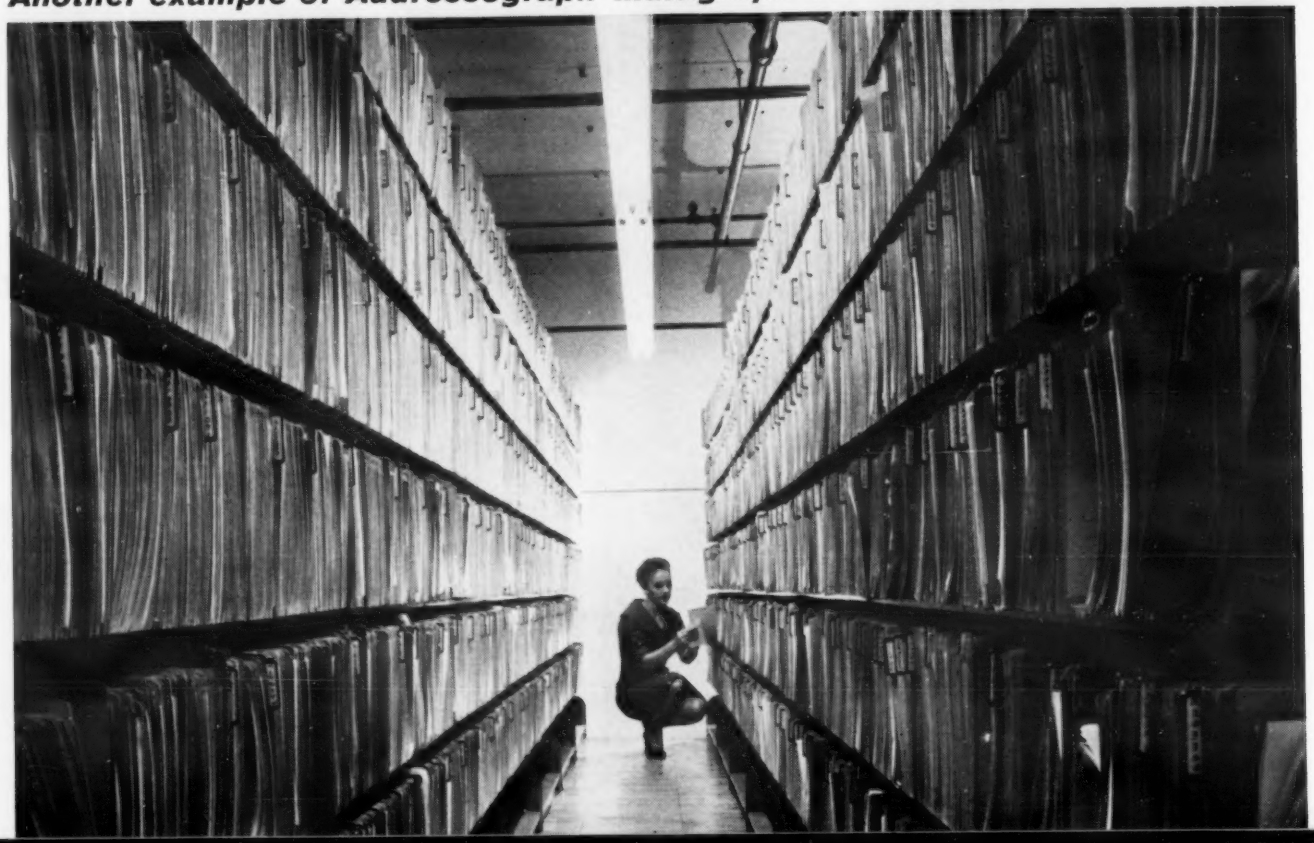
Firm .....

Address .....

City ..... Zone ..... State .....

For More Information Circle No. 394

Another example of Addressograph-Multigraph cost-cutting



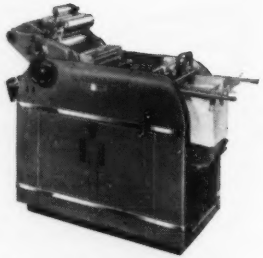
60,000 engineering prints now "stock-filed" for instant use

Allen-Bradley Company, maker of electrical controls, once had to "custom-copy" engineering prints from master tracings—one at a time. To eliminate this costly and heavy paperwork load, the company turned to Multigraph Methods.

Now accurate copies in reduced size are reproduced by a transfer process directly onto a Multilith Master. Then multiple prints are produced—30 or 40 at a time—on Multilith Offset equipment. Prints are stored in open-shelf, "self-service" files as shown above.

No more time-consuming filing and refiling of original drawings—they get less wear and tear, last years longer. Instead, easy-to-handle, highly readable prints are instantly available—and changes can be recorded quickly and inexpensively just by making new Multilith Masters and producing new prints.

This is but one of many ways Multigraph Methods are helping business save time and cut costs. Ask your nearby Multigraph representative to explain how these methods can do the same for your business. Or write Addressograph-Multigraph Corporation, Cleveland 17, Ohio.



Multigraph Multilith Offset Duplicator, Model 1250

© 1960 A-M Corporation

*Trade-Mark

Cutting costs is our business

Addressograph-Multigraph

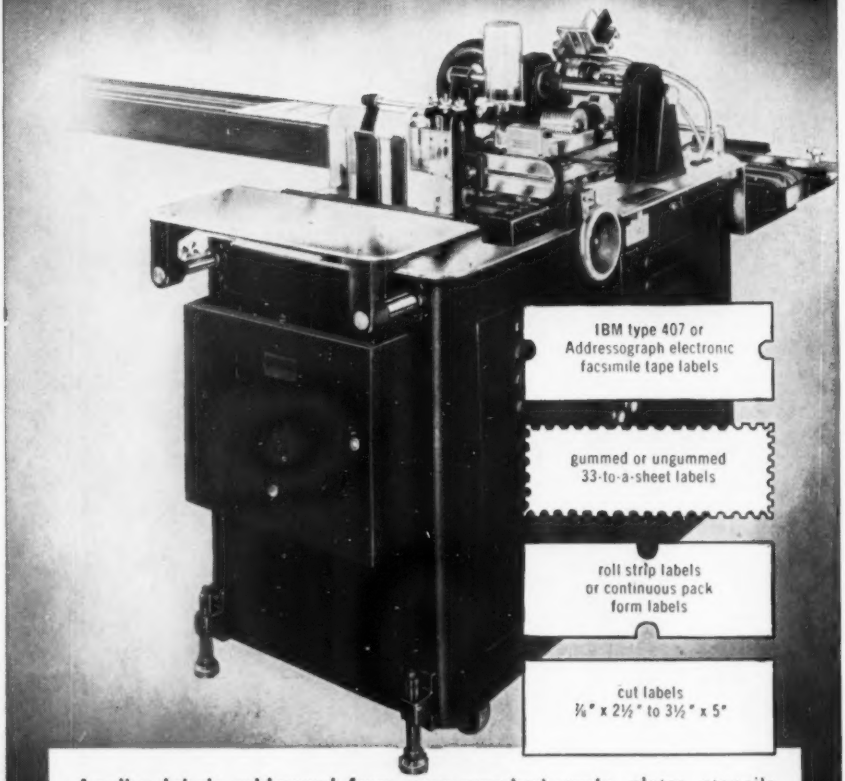
PRODUCTION MACHINES FOR BUSINESS RECORDS*

SERVING SMALL BUSINESS • BIG BUSINESS • EVERY BUSINESS

For More Information Circle No. 336

NOW! PRINTED PIECES

LABELED AUTOMATICALLY



Applies labels addressed from your punched cards, plates, stencils and other addressing systems. *Even applies cut or individual labels!* Trims costs by applying in excess of 14,000 labels per hour. Handles post cards, insertion cards, pamphlets, brochures . . . all sizes of envelopes . . . and lightweight booklets, magazines, catalogs and quarter-fold tabloids. Compact, too! And so simple that it can be operated by your own personnel.

The Cheshire Model E.

Write for descriptive brochure

CHESHIRE INCORPORATED

Dept O-9

1644 N. Honore St. Chicago 22, Ill.

SEE A DEMONSTRATION IN BOOTH NO. 28 AT THE DMAA SHOW IN MIAMI, OCTOBER 9-13.

For More Information Circle No. 230

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

A Census of Computers

Small-Scale General Purpose Digital Computer Systems

Manufacturer	Computer	Delivered	On Order
Alwac	Alwac II** & III**	8	0
	Alwac III-E	43	0
Autonetics	Recomp II	24	24
Bendix	G-15 (no tapes)	184	—
Burroughs	205 (no tapes)	22	—
Control Data Corp.	CDC 160	1	25*
IBM	IBM 650 (card)	1280*	—
	305 Ramac	775*	—
	1620	0	275*
	1401	0	3,000*
Monroe	Monrobot VI**	9	0
	Monrobot XI	4	21
National Cash Register	National 102**	30	0
	National 390	1	50*
Packard-Bell	PB-250	0	14
RCA	RCA 301	0	60
J. B. Rea	Readix**	4*	0
Royal McBee	LGP-30	425	13
	RPC-4000	0	43
Total Small-Scale Computers		2810†	

* Unofficial estimate. ** No longer in production.
† 16% increase since Jan. 1, 1960.

Medium-Scale General Purpose Digital Computer Systems

Manufacturer	Computer	Delivered	On Order
Alwac (Div. of El-Tronics)	Alwac III-E w/tapes	7	—
Bendix	G-15 w/tapes	158	—
Burroughs	205 w/tapes	87	—
General Electric	GE 225	0	25
IBM	650 w/tapes and/or Ramac	345*	—
Minneapolis-Honeywell	Honeywell 400	0	25
Remington Rand	Univac File Computer	119	13
	Univac Solid State 80 & 90	110†	300†
Royal McBee	RPC 9000	1	9
Underwood	Elecom Series**	13	0
Total Medium-Scale Computers		840††	

* Unofficial estimate. ** No longer in production.
†† 24% increase since Jan. 1, 1960.
† Includes 40 foreign installations outside U.S.A. and Canada and 100 foreign on order.

Large-Scale General Purpose Digital Computer Systems

Manufacturer	Computer	Delivered	On Order
Bendix	G-20	0	—
Burroughs	Burroughs 220	40	12*
Control Data Corp.	CDC 1604	3	3*
IBM	IBM 701**	9*	0
	702**	11*	0
	704	130*	—
	705 & 705 III	175*	15*
	709	50*	—
	7070 & 7074	3*	200*
	7080	0	—
	7090	17*	90*
Minneapolis-Honeywell	Datamatic 1000	7	0*
	Honeywell 800	0	40*
National Cash Register	National 304	7	23
Philco	Philco 2000	6	20
RCA	Bizmac I**	1	0
	Bizmac II**	4	0
	RCA 601	0	2
	501	24	45
Ramo-Wooldridge	RW-400	2	5
Remington Rand	Univac Sc.		
	1100 Series	45	3
	Univac I** and II	73	2
	Univac III	0	20
Total Large-Scale Computers		607†	

* Unofficial estimate. ** No longer in production.
† 12% increase since Jan. 1, 1960.

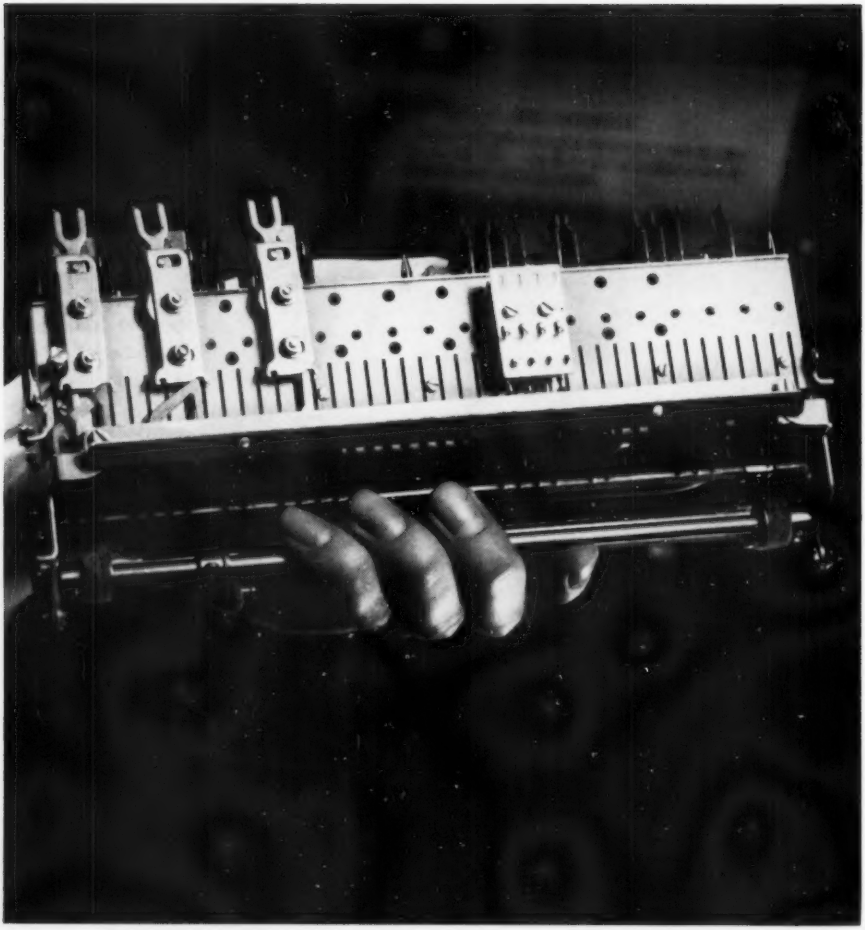
Miscellaneous Digital Computers

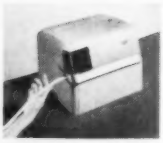
Manufacturer	Computer	Delivered	On Order
Burroughs	E-101	217	15*
IBM	IBM 604	4,800*	—
	607**	550*	—
	608**	30	—
	609 & 609B-1	0	125
	610**	125	—
Monroe	Monrobot IX	85	21
Remington Rand	Univac 60 & 120	902	51
Underwood	100**	8	0
Total Miscellaneous Computers		6,717†	

* Unofficial estimate. ** No longer in production.
† 7% increase since Jan. 1, 1960.

Increases in computer installations for the first six months of this year are about half of what they were in the first half of 1959, according to figures compiled by John Diebold & Associates, New York, for their ADP Newsletter. The consulting organization points out that customers are marking time while they await new transistorized units.

Since this census is confined to general purpose systems, it does not reflect activity in banking, except where the largest banks have installed large-scale general-purpose computers. Burroughs reports 60 of its VRC on order. Activity is reported in IBM's 1200 series for banks, although no installations have yet been reported and no on-order figures are available. General Electric reports "several orders" for its GE-210 for banks.





Typing Tape Punch

Tape Reader

Send-Receive Page Printer

Automatic Send-Receive Set

For More Information Circle No. 228

Stunt Box— your Big Plus with Teletype printers

Built into Teletype Model 28 page printers is a control device called the Stunt Box. The function of this unique component is to provide extra control facilities for both local and remote operations. Thus—in addition to transmitting, receiving and recording messages and data—the page printer can be used for a variety of switching, remote control and selective calling tasks.

The Stunt Box reduces costs by simplifying equipment needs and systems arrangements. It is the Big Plus—the extra value in Teletype Model 28 page printers and automatic send-receive sets.

Teletype Corporation manufactures this equipment for the Bell System and others who require the finest in data communications equipment.

Write for free 20-page brochure, "The Teletype 28 Stunt Box," to Teletype Corporation, Dept. 34J, 5555 Touhy Avenue, Skokie, Illinois

TELETYPE®
CORPORATION
SUBSIDIARY OF *Western Electric Company* INC

For More Information Circle No. 228

A Review of Soviet Computers

PART I

The first of two articles based on the report of the U. S. technical computer delegation which last year visited the U.S.S.R. Prepared through the courtesy of the Assn. for Computing Machinery, these articles give details of specific Soviet hardware and discuss current computing applications and developments behind the Iron Curtain.

SOVIET TECHNOLOGY reportedly developed the first sequence controlled computer in continental Europe. This machine, the Mesm, is now used only for purposes of training, but has led to the development of advanced digital and analog computers whose applications span the spectrum of Soviet science, business and industry. This article will detail those digital and punched card units of interest to business. A breakdown of the characteristics of the machines to be described appears on pages 148, 149.

Besm-I. This computer was developed about eight years ago with an acoustic delay line memory. This was later changed to an electrostatic memory then to a magnetic core memory of 1023 words of 40 bits expandable to 2047 words. Unit requires 7 DC voltages between + and — 400. It uses vacuum tubes. Tape transports are modified audios and there are two tracks: one for data, another for timing signals. Input is via a photocell paper tape reader. Output includes a high-speed, 14-column, 15 lps numeric printer. This is an older, much adapted machine. Only one has been built.

Besm-II. This computer, organizationally like the Besm-I (from which it was developed), has a different construction and circuitry. It consists of 24 cabinets—each 3 ft. x 7 ft.—including cabinets for four tape units. Internal memory is 2047 words expandable to 4095, designed with 48 bits per word. Cycle time is six microseconds. Two cores are used for each bit. There are two magnetic drums of 6000 words each and four magnetic tapes of 30,000 words each. Like the Besm-I, there are two tracks. Germanium diodes have replaced the vacuum tubes used in the Besm-I. This computer has a punched paper tape input-output. It is designed for a different final checkout than is used in the U. S. A complete unit is assembled at the factory and thoroughly checked out. Then this tested machine is used as a master against which production panels are all checked (each cabinet consists of sev-

(Article continues on page 151. See chart on pages 148, 149.)

These are the five famous brands of the United States Shoe Corporation.

BURROUGHS TYPING ACCOUNTING EQUIPMENT SAVES 100% OF ITS COST EVERY 9 MONTHS AT UNITED STATES SHOE CORPORATION

The scene: The United States Shoe Corporation of Cincinnati, Ohio. **The job:** Accounts Payable. **The equipment:** The Burroughs F-1506 Typing Accounting Machine. **The results,** according to Controller and Assistant Treasurer H. F. Rottinghaus: "Because of its greater speed and work capacity, this equipment saves 100% of its cost every 9 months. Such performance is typical of our other Burroughs machines—including 11 Sensimatic to Punched Tape units now preparing payroll information in our 11 manufacturing plants, and four numerical accounting machines on accounts receivable."

Burroughs and Sensimatic—TM's

Burroughs automation equipment ranges from accounting machines to complete electronic computer systems, all supported by outstanding systems knowledge. For details, action—and results—call our nearby branch. Or write Burroughs Corporation, Detroit 32, Michigan.

Burroughs Corporation

"NEW DIMENSIONS / in electronics and data processing systems"

For More Information Circle No. 316

Machine	Operational Date	Arithmetic Characteristics							
		Addition[2] time	Mult[2] time	Div[2] time	Average[1] speed (opns/sec)	Word length	Number representation	Number range	S pa
STRELA	1953	—	500 (?) μs	—	2000	43	Binary	—	Pa (?
BESM-I	1953	—	270 μs	—	7000–8000	39; mantissa: 32 + sign; exponent: 5 + sign	Binary	—	Pa
URAL-I	Approx. 1953 (design) 1955 (production)	10 ms	10 ms	20 ms	100	36	Binary	±1	Ser
BESM-II	1959 (prototype)	70 μs	230 μs	230 μs	8000–10,000	39; mantissa: 32 + sign; exponent: 5 + sign	Binary	—	Pa
URAL-II	1959 (prototype)	—	—	—	5000	40; mantissa: 32 + sign; exponent: 6 + sign	Binary	$\pm 1 \times 10^{\pm 19}$	Pa
SETUN	1959	180 μs	360 μs	(none)	4000	18	Ternary	±9	Ser
KIEV	Probably 1960	—	200 μs	—	5000–6000	41(?)	Binary	±1(?)	Par
M-20	1959	—	—	—	20,000	—	—	—	
ARAGATS	Probably 1960	—	—	—	15,000	—	—	—	
Typical large[4] U.S. scientific machines	Early 1959	—	—		[3]5–7000 for production machines; up to 15,000 for one-of-a-kind	36–40	Binary, binary-coded decimal	Fractional or integer	Par or
Typical large[4] U.S. scientific machines	Early 1960	—	—		[3]20–25,000 for production machines	36–48	Binary, binary-coded decimal	Fractional or integer	Par or

Machine	Input-Output						
	Number form	Number input devices	Number output devices	Perforated tape			Card rate (m
				Width and kind	Size (words)	Transfer rate (words/sec)	
STRELA	—	1–5 card readers	1–2 card punches	—	—	—	6
BESM-I	Binary(?)	1—paper tape reader	1—paper tape punch	Paper	—	20	
URAL-I	9 decimals and sign	1—Perf film	1—Mag tape 1—Printer	Film, 35 mm	10,000	75	
BESM-II	—	Probably paper tape reader	Probably paper tape punch, 1—printer	—	—	—	Pr
URAL-II	8—decimal mantissa + sign and 1½—decimal exponent + sign	1–12; with special decoder: up to 100	1—card punch and 1—printer minimum; with special decoder: up to 100	Film, 35 mm	10,000	150	30
SETUN	—	Photo-cell paper tape reader	1—paper tape punch 1—printer	German teletype equipment	—	400 chars/sec	
KIEV	—	1—Perf film now	1—printer now	Film, 35 mm	10,000	75	—
M-20	—	—	—	—	—	—	—
ARAGATS	—	—	—	—	—	—	—
Typical large[4] U.S. scientific machines (1959)	—	Usually card reader, magnetic tape, or paper tape	Usually card punch, printer, magnetic tape	Paper, teletype	—	1000 chars/sec	250
Typical large[4] U.S. scientific machines (1960)	—	Usually card reader, magnetic tape, or paper tape	Usually card punch, printer, magnetic tape	Paper, teletype	—	1000 chars/sec	Up to

[1] Rates are (as appropriate) three-address/single-address; fixed point/floating point ops.

[2] Usually include necessary access time including that for instruction.

[3] BESM figures are used and a factor of 2.5 to adjust single-address machines to three-address. Floating point times are used. (Three-address floating point operations per second.) Hence

OVIET COMPUTERS

	Control Characteristics			Storage										
				Core storage		Magnetic drum			Magnetic tape			Read only	
ixed/ ating oint	Instr'n format	Number inst'e'ns	Clock rate (KCS)	Size (words)	Cycle-time (micro-seconds)	No. units	Words/unit	Transfer rate (words/sec)	No. units	Words/unit	Transfer rate (words/sec)	Size (words)	Cycletime (micro-secs)
loat-ng	3 address 1/word	—	—	None. Barrier grid electro-static store 1023 words		—	—	—	[6]1	200.000	1000	Yes	
loat-ng	3 address 1/word	31	—	1023	10	1	5120	—	4	30,000	—	400	—
xed	Single address 2/word	29	7	None		1	1024	100	1	40,000	75	None	
oat-ng	3 address 1/word	31(?)	—	2047	6	Up to 3 (2 installed now)	6000	12,000	4	30,000	400	None	
th	Single address 2/word	40	200	2048	12	Up to 8	8192	5000	Up to 10	700,000	1000	None	
ked	Single address 2/word	27	200	81	—	1	2268	2000		To be added		—	—
xed	3 address 1/word	—	Asyn-chro-nous	1024	10	Up to 3 (1 installed now)	8192	5000	—	None	—	512	3
—	—	—	—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—	—	—	—
th	1, 2, or 3 address 1 or 2/word	Up to 200	500–2000	4096–32,768	6–12	2–4	4096–50,000	10,000–50,000	[5]Up to 20	Up to 1,000,000	2500–10,000	None	
th	1,2, or 3 address 1 or 2/word	Up to 200	500–2000	4096–32,768	2–12	2–4	4096–50,000	10,000–50,000	[5]Up to 20	Up to 1,000,000	2500–10,000	None	

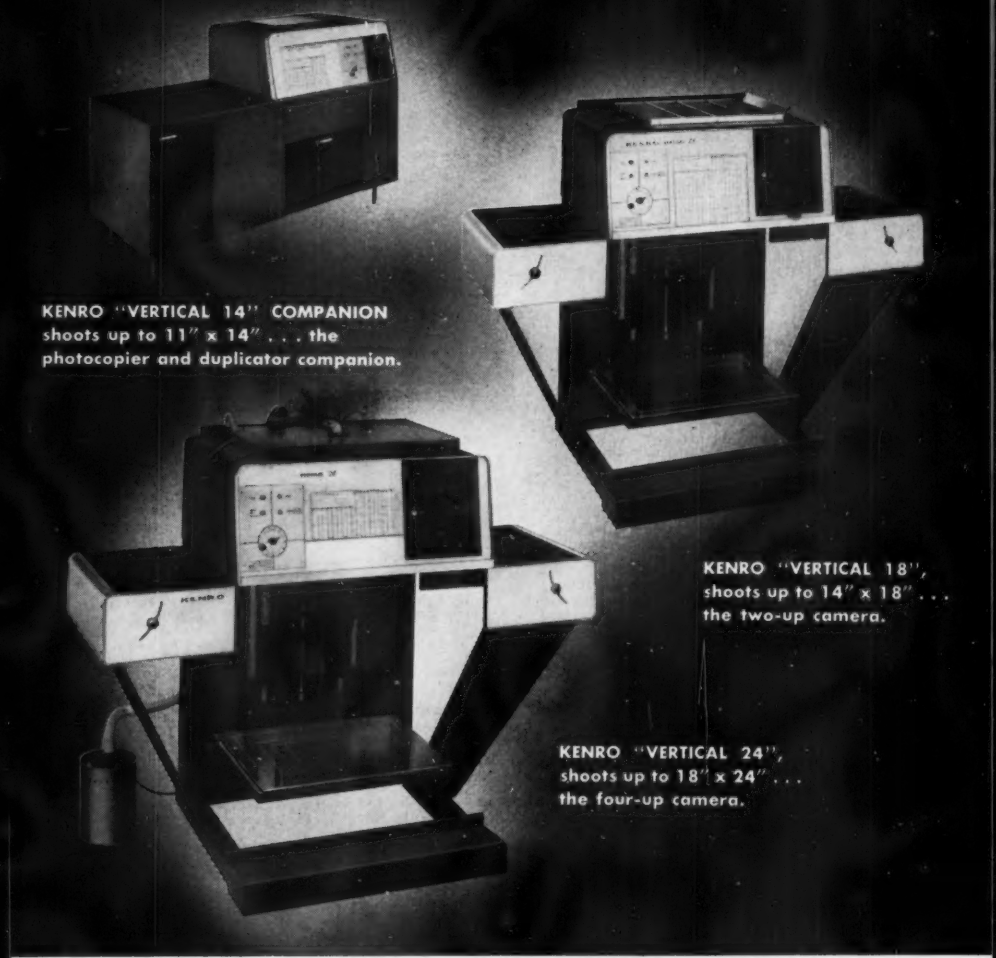
Card unch rate ards/ min)	Printer			Power (KVA)	Number components	Price (Rubles)	Quantity produced	Designer/ principal personnel
	Col-ums	Number characters	Speed (lines/min)					
60	10	Numeric	900–3000	147	7000 tubes, 50,000–60,000 diodes	—	Esti-mated 10–15	Brusenzov Basilevskiy
	14	Numeric	900	75	4000 tubes	—	1(?)	Lebedev
	19	Numeric	100	8	800 tubes, 3000 diodes	1 million	>120	Basilevskiy Rameneyev
me	14	Numeric	900	—	—	—	To be produced	Lebedev
100	16 or 96	Numeric	1200	25	—	1.5 mil-lion	To be produced	Ramenyev
	German RFT Teleprinter			—	4000 cores, 40 tubes, 4000 diodes, 100 transistors	—	1	N. P. Brusenzov
—	19	Numeric	100	—	2000 tubes	—	1	Glushkov Dashevskiy
—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—
20	120	Alpha-numeric (Numeric only	Up to 1200 Up to 1800)	Up to 100	3000–5000 tubes, 15,000–20,000 diodes	>$1 million	Hun-dred's	Various
to 0	120	Alpha-numeric (Numeric only	Up to 1200 Up to 1800)	Up to 100	All transistor and diode	>$1 million	—	Various

his does not allow for sophisticated instruction ypes (e.g., indexing, buffered input-output) but indicates ability of Soviet technology.

Does not include LARC, STRETCH, nor machines primarily for data processing.

[5] May be much larger, as for data processing.

[6] Only one tape unit was seen on the STRELA but four have been reported.



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For More Information Circle No. 227

eral removable panels).

Ural-I. A 19-column rotating wheel printer was developed for this computer. Its speed is 100 lpm, and it can suppress printing in any desired column. Unit's magnetic tape contains six channels, used three at a time to read 12 lines of data for the 36-bit word. Linear tape speed is 0.75 meters per second resulting in transfer rate of 75 wps.

Ural-II. A more sophisticated machine with a 200-kc clock rate compared to the Ural-I's 7-kc rate. Standard output is a printer and card punch. Printer is numeric only, 20 lps, and can be 16 or 96 columns. Connection between computer and input-output is via an arithmetic unit. This computer has a 2048-word core memory up to eight 8192-word drums, and magnetic tapes of 700,000 words each up to five million words. Punched tape input-output is similar to Ural-I. Tape has 11 channels and a special 9-column decimal keyboard is used for tape preparation. Normally this computer has one punch station and two readers that operate in parallel to compare 200 numbers per minute.

Strela. A large computer, known because of its age as the "Old Woman." It uses specially designed electrostatic tubes. Cycle time of barrier grid memory is 500 microseconds, and 27 points are regenerated between consultations. These computers operate with as many as five card readers and two card punches. Tape unit is about 4″ wide. Reading rate is 1000 nps. There are wired subroutines that can be used for sine, logarithm, etc. Card readers and punches operate at about 60 cpm.

Setun. This is a base-3 computer. Soviet technicians chose a base of three as this in some sense provides more efficient utilization of the equipment. Since a base-3 electronic technique is not available, they built a base-4 machine and used only three of the four states. The unused 4th state is available for checking purposes. This interesting computer is experimental, a training device for Soviet computer engineers. They regard it as a sort of protest against the huge, complex machines built elsewhere in Russia. The Setun has 4000 magnetic cores, 4000 germanium diodes, about 100 transistors, and 40 vacuum tubes. It operates at a 200-kc clock rate. It has only an 81-word memory and 27 different instructions. It is a single-address, fixed-point machine, with 18 ternary digits per word. The point is fixed between the second and third digits from the left. It is serial and contains two instructions per word. There is no divide instruction. Ferrite core memory, however, can be regarded as having 162 9-digit words as half-words can be addressed. Drum memory contains 2268 half-words. Number representation requires two binary digits per base-3 digit; therefore, a 9-digit, base-3 word needs 18 tracks on the drum. There are three such groups of 18 tracks on the drum, *i.e.*, a total of 54 heads. In each band of 18 tracks there are 756 words recorded in paralled; so there are 756 bits around the 13″ circumference. It is planned to add magnetic tapes in future. Currently punched paper tape is used for input-output.

Kiev. A truly asynchronous computer operating at 6000 ops. It uses static flip-flops, but diode-transformer

Sovfoto

Engineer watches the operations of a Besm-II computer in the Computing Center of the Academy of Sciences, Moscow.

gates. It has arithmetic, logical and block-transfer instructions, is binary and has a word length of 40 bits. Arithmetic unit can add, shift, multiply and divide. Principle memory is a 1024-word ferrite memory similar to the Besm-II's. There is also a 512-word read-only memory based on a transformer technique. This passive memory, when expanded to larger size, will contain the arthmetic program and the binary-to-decimal and decimal-to-binary conversion routes. There are also eight words of storage that can be set from switches. There will be three drums of the same type as the Besm-II, though only one is currently installed. At present input-output is paper tape.

Sesm. A special-purpose digital computer intended to solve sets of linear equations of orders up to 120. Design is expandable to orders of 480 and is based on the Gauss-Seidel iteration technique. Input is currently punched paper tape at a rate of 27 decimal digits per second. Output is on an adding machine type of printer. A magnetic drum contains 34-bit recirculating registers for arithmetic purposes. Internal clock rate is 50-kc.

Aragats, Razdan, Yerevan. Not too much is known about these computers. The Aragats, based on statistical distribution of 25% multiply and 75% add, is reported to be a 15,000 ops vacuum tube machine. The Razdan is the first all-transistor computer known to be in use in the Soviet Union. It has a speed

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For More Information Circle No. 226

Visitors at the International Congress on Automatic Control see a demonstration of the Ural computer at the Computing Center of the Academy of Sciences in Moscow.

of 4-6000 ops. The Yerevan is said to have a highly sophisticated logic and instruction repertoire, though it is relatively slow—2000 ops. It is a vacuum tube machine.

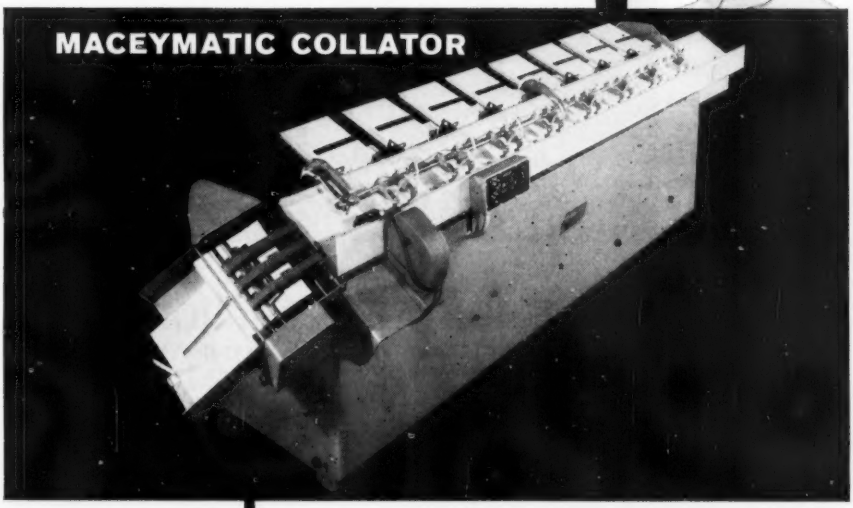
EV-80. Built in 1950, this computer resembles the IBM 604. The electronic component is very similar in design, but the card device contains three card feeds compared to the 604's one.

Punched Card Equipment. Some of the older models of Russian punched card equipment were seen, such as a key punch and a verifier, each of which resembled earlier U.S. counterparts; also a unit for comparing cards at 40 cpm. It was used for comparing the outputs of two Strela runs of the same problem. Another piece of equipment seen was a tabulator with a speed of about 100 cpm, and 70 numeric positions for printing. It had a 8-position multiplier and 80 counter positions. The tabulator used a keypunch as its summary punch. Finally, a card sorter that resembled the U.S. counterpart and operated at about 300 cpm.

Red Chinese Computers. It is reported that the Chinese have developed a machine that is partly ferrite logic and partly vacuum tube logic. It is said to have a capability between that of the Besm I and II. The Chinese are also supposed to have produced a machine entirely of their own design. It operates at about 5000 ops.

For complete details of these and other Soviet and Red Chinese computers, see "Soviet Computer Techonlogy—1959" by S. N. Alexander, P. Armer, M. M. Astrahan, L. Bers, H. H. Goode, H. D. Huskey, M. Rubinoff, Willis H. Ware, *Communications of the ACM*, Vol. 3, No. 3, March 1960.

"Eliminates office bottlenecks... believe me, I know!"



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For More Information Circle No. 441

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For More Information Circle No. 224

IBM Data Transmission System

A DATA PROCESSING device that answers the telephone and takes messages in the form of punched cards was announced by the Data Processing Div. of International Business Machines Corp., White Plains, N. Y. The IBM 1001 Data Transmission System consists of one or more sending stations linked to a central receiving station by dial telephone lines at regular toll rates or by leased phone lines. Each sending terminal rents for $15 a month. The receiving device, a modified card punch available in four models, rents for $90 to $115 a month.

Used with telephone company service, such as Bell System Data-Phone, the IBM 1001 system transmits both fixed data from prepunched cards and variable information entered manually on a keyboard. The receiving station punches data into cards for processing by computer or accounting machine. Information can be transmitted in machine-readable form for little more than the cost of a regular phone call.

The sending station includes a telephone, a terminal smaller than a typewriter containing a simple card reader and keyboard, and a modulating subset available through the local telephone company. A speaker automatically sounds audible signals during operation for guidance of the operator. The central receiving station consists of a telephone, card punch modified with a data translator, and a telephone company demodulating subset.

Contact between stations is established by conventional phone dialing. Feeding prepunched cards into the card reader of the transmitting terminal and entering information on the keyboard are such simple operations that operator can often perform other duties. At receiving station, phone can be set to answer the sending station call and punch transmitted data into cards automatically with minimum operator attention. Both phones also can be used for normal voice communication.

The transmitting terminal reads and transmits data from a card at approximately 12 cards columns per second. A maximum of 22 consecutive columns of numerical data is read from each card. Variable numeric information can be manually keyed into each output card by operator. The system will handle an average of eight to 12 card transactions a minute, depending on amount and type of data transmitted. The card reader of transmitter can be

Punched card data and variable information can be transmitted over a regular dial telephone, or leased telephone lines, with the IBM 1001.

specified for 80, 51 and 22 column cards.

Automatic checking features assure accuracy of transmission and receipt. Both stations are automatically signalled if an error is detected at the receiver. After data has been transmitted, sending operator presses a key to eject the card just punched at the receiving end and feed a blank card for the next transmission. Up to 79 columns of information from several input cards can be combined into a single output card. **For More Information Circle No. 102.**

New MICR Printing Method

EQUIPMENT designed to meet American Bankers Assn. specifications for the composition and production of magnetic ink character recognition checks was announced by Addressograph - Multigraph Corp., Cleveland. The machines are used by Chase Manhattan Bank, New York, which has been conducting field tests since February.

Equipment includes the application of E13B type to metal plate embossing machines, and precision alignment gauges, a programed lister and a direct inking mechanism for an Addressograph model designed for accurate registration of E13B type. With these features, customer's name in standard Gothic type and bank transit and personal account numbers in E13B type can be embossed into an Addressograph plate to prepare Multilith paper masters, preprinted with the bank check format.

Addressograph plate embosser with E13B type for use in MICR systems.

It takes only six seconds to compose a Multilith master for the production of check orders for five different customers, according to reports of the Chase Manhattan Bank test. The five check orders can then be produced on a new Multilith Offset Duplicator in less than three minutes. According to Addressograph - Multigraph, this combined system provides the most inexpensive method of producing MICR checks.

The Addressograph plate ties together permanently, in the bank's records, depositor's name and E13B account number to assure accuracy on future re-orders of checks without proofreading. The companion offset equipment has automated features, engineered to the short run nature of this work, which results in high daily output. Seminars for bankers and bank stationers, featuring this system, are planned for various sections of the country this year. **For More Information Circle No. 105.**

OUR 20 CARLOADS OF PAPER CAN HELP YOU DO A BETTER JOB IN THE TAB ROOM

HERE'S HOW

Having the *right* paper for your data processing forms is basic for trouble-free tab room operation. And when you order GC Forms, you can choose exactly the paper required.

We keep *20 carloads of paper* on hand at all times, specially-made forms paper which gives you maximum smoothness, legibility, printability, opacity and resistance to tear.

First, what *variety* of paper do you need? Choose from bond, ledger, index, safety, multicopy masters, or NCR. Bond is most universally used, but your application might warrant *ledger* which is ideal for accounting pages, *index* for requisition blanks, *safety* for checks, or *multicopy masters* for reproducing many copies of orders. And, of course, when you omit carbons from your forms — *NCR!*

Second, *what weight?* Before you decide, we'll ask you: On what equipment will forms be used? Number of copies? Method of handling? How filed? Pen or pencil writing? For internal or external use, or both? Your answers to these questions help our forms design specialists decide which form paper will be right *and* most economical for you.

Third, what *color?* In our 20 carloads we have paper in white and seven colors. Pick the color you like or set up an easy color-coding plan for distributing forms copies.

Would you like some samples of GC Data Processing Forms printed on different types of paper? Drop us a line at the address below and we'll be happy to send them to you immediately.

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Manufactured by:
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A Subsidiary of
GRAPHIC CONTROLS CORPORATION

For More Information Circle No. 286

Flexowriter Systems Receiver

Friden systems receiver on a Flexowriter.

A SYSTEMS RECEIVER Flexowriter, made by Friden, Inc., San Leandro, Calif., permits orders and bills of lading, policies and policy records, to be typed automatically and simultaneously. By cable-connecting the Systems Receiver to a master Flexowriter Programatic, which can automatically prepare documents itself and control auxiliary operations from a punched program tape, duplicate or different forms may be run off at the same time on each machine.

Completing two data processing functions from one control allows one operator to supervise automatic operations and keyboard alpha-numeric data on either machine when it stops for variable entries. Both documents are typed at once from the same control with visible proof available immediately. Any one of many Friden auxiliary readers input can be connected to the Programatic machine and information stored in the auxiliary tape can be manually or automatically selected for readout on either one or both machines, individually or together.

The Flexowriter Systems Receiver is suited for handling applications where volume paperwork production is essential. Check vouchers, for example, may be prepared on the Programatic while a daily check register is created on the Receiver. In addition, a by-product punched tape may be made for end-of-month distribution, breakdown, analysis and reconciliations. Other applications include writing various orders on the control Flexowriter while the Receiver turns out picking tickets, route tickets, packing slips or other forms for varied distribution. When equipped with pin-feed platen and electric linefinder, a fully automatic, continuous operation on both Flexowriter units may be established.

Friden Systems Receivers are divided into two classifications: those which have typing facilities only and

---

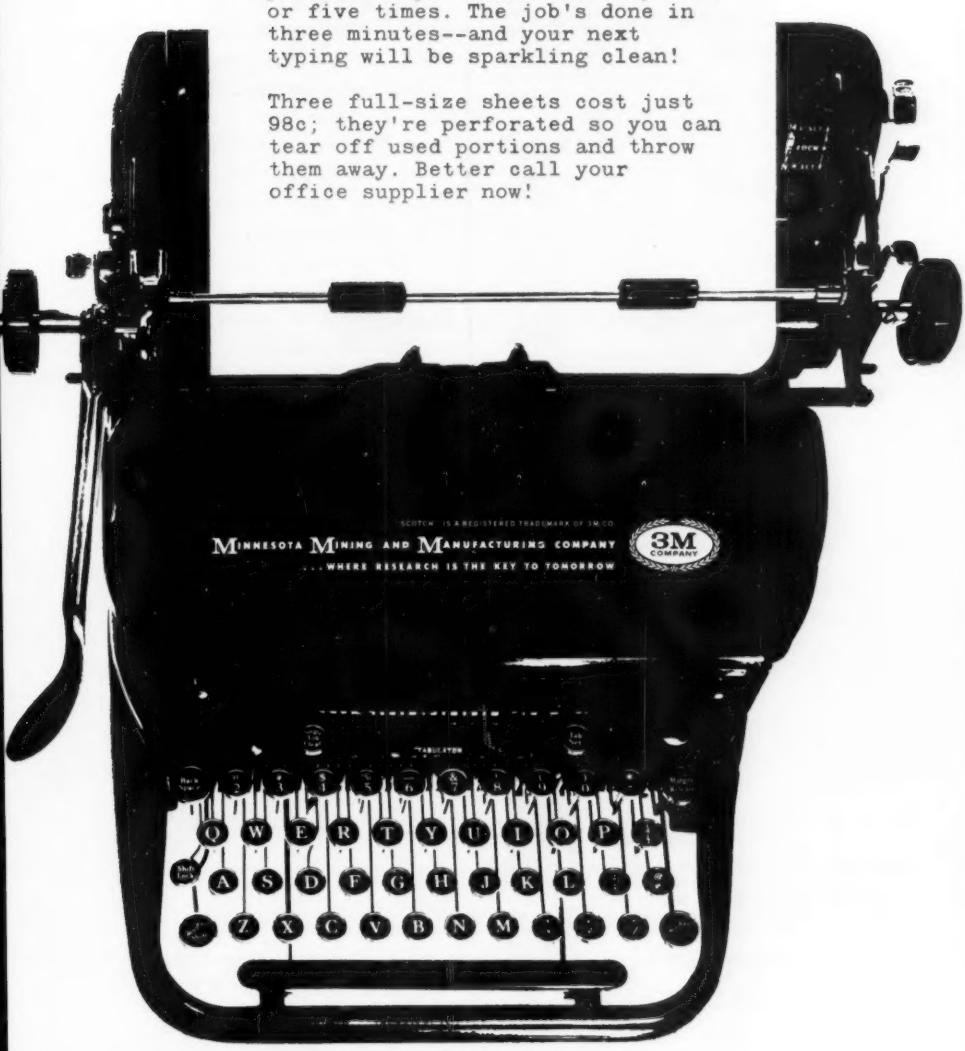
CORRECTION

In the article, "Automated Order Processing in Stock Brokerage Office," detailing electronic equipment in the new offices of J. R. Williston & Beane, the conveyor belt referred to on page 96 of the July issue of THE OFFICE is a Friden Multi-Flo document conveyor system, not a Lamson.

This is how easily you clean typewriter keys with wonderful new "SCOTCH" BRAND Typewriter Cleaner!

No messy liquids to stain or spatter, no putty under your fingernails. Just roll this clean, dry sheet into your typewriter, pink side up; strike each key four or five times. The job's done in three minutes--and your next typing will be sparkling clean!

Three full-size sheets cost just 98c; they're perforated so you can tear off used portions and throw them away. Better call your office supplier now!



For More Information Circle No. 400

tape-file

PUNCHED TAPE ACCESSORIES

#1157 Manual Tape Folder

Folds tapes rapidly for filing. Folding arm is designed to fold tapes safely, remove easily.

#8060 Adapter

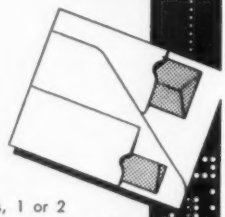
Adapts all "Tape-File" winders and rewinders to RCA 501 and Burroughs 220 reels.

#5057 High Speed Manual Tape Winder

Saves time in winding, reversing or searching coded tapes. May be adapted for computer reels.

File Tapes with Documents

Slash front file folder with two pockets for tapes and/or cards.



Oil resistant envelopes, 1 or 2 pocket for tab files.

SAMPLE PACKET — File Folders & Envelopes ... $1

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PROVIDENCE 5, R. I.

For More Information Circle No. 438

those with both typing and by-product tape punching components. The latter punches an 8-channel tape, perpetuating data for Friden Teledata transmission, Flexowriter and Selectadata readers, and allied tape-operated equipment. The Receiver is engineered to keep pace with any high speed or erratic manual typing either on the Programatic keyboard or the Receiver itself. Both types of Receivers have a local and reset switch to permit independent operation of Flexowriter units and restore normal operation after any malfunction. Receivers with tape punch facilities also have field control switches which may be preset so tape punch can be turned off and on automatically by the position of the carriage. Thus any data according to its location on the form may be selected and code-punched without manual intervention. **For More Information Circle No. 104.**

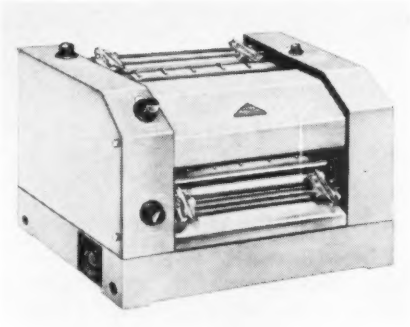
"I wonder where they ever got that expression, 'office force'?"

High-Speed Read-Out Printers

HIGH SPEED PRINTERS for read-out from data processing systems are announced by Anelex Corp., Boston, Mass. These units are said to retain the proven features of earlier machines, but at greatly reduced prices. Accent is on simple operation, easy accessibility, reliability.

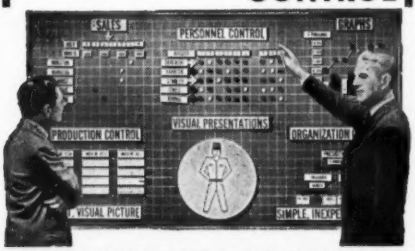
There are two basic series: (1) the Series 4-1000-SD offers normal printing rate of 1000 1pm of alphanumeric characters and 2000 1pm of numeric printing; (2) the Series 4-500-DD (said to be substantially lower in price) offers 500 1pm of alphanumeric characters and 1000 1pm numeric

Normal line length is 120 characters, although more or less can be supplied as needed. The Series 4-1000-SD offers up to 66 character choice per column; the Series 4-500-DD up to 48. For descriptive brochure, **Circle No. 171.**



Anelex read-out printer.

VISUAL
MAGNETIC
CONTROL



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For More Information Circle No. 450

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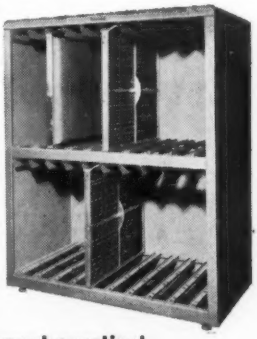

The nylon rollers make board access and storage virtually a one finger operation.

Pat. Applied For

Model 4071 40" Wide; 22" Deep; 48" High; Shipping Wt. 195 lbs.

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Stores 20 panels in less space.

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For More Information Circle No. 449

Tape-to-Card Converter

A UNIVERSAL CODE Punched Tape to Card Converter, Model C750, was announced by the Systematics Div., of General Transistor Corp., Redondo Beach, Calif. Any 5, 6, 7 or 8 channel punched tape can be used as input for punched card systems by attachment to an IBM 024 or 026 card punch. The punch then automatically translates punched tape data to punched cards. Normal, manual operation of the punch is not affected.

A removable program plugboard permits plug-in programing for different applications in seconds by the operator. For example, decoding from any tape codes to card codes is controlled entirely by plugboard wiring. The C750 consists of a tape reader and a control module. The reader, approximately 12″ wide, 18″ deep and 8″ high, is cable-connected to the control module and can be moved to any position on the card punch reading board or to an adjacent table.

Systematics tape-to-card converter on a card punch.

The control module houses all converting and programing circuits, and removable plugboard. It is located at the left end of the punch by a swinging-gate mount. Permanent magnets hold the non-hinged end of the control module firmly to the punch chassis. This permits ready access to all circuitry when the control module is swung out for service. It is connected to the punch by a quickly detachable control cable.

Parity checking of both odd-bit and even-bit tape code systems, controlled by plugmold wiring, is a standard feature of the C750. Ten selectors and ten distributors are standard equipment with provisions for optional addition of ten more selectors and an unlimited number of distributors. The machine will process multiple card layouts including complex header card and detail card programs with automatic sequence checking and error routines at 20 characters per second with an 024, and 18 characters per second on an 026. **For More Information Circle No. 103.**

"OUR MEN CRIED FOR SALES FOLDERS (...but we couldn't afford them")

Do the higher costs of printing keep you from turning out **needed** catalogs, folders, mailers? Then you'll welcome the Rex-Rotary D-280. It produces **real** printing—in your office—at a fraction of the cost of outside printing. No special training is required.

The Rex-Rotary D-280 prints from typewritten or typeset copy. It prints everything—drawings, charts, **even photographs!** In black, in color, in two or more colors. A unique ink control assures uniform printing.

Anyone can operate the Rex-Rotary D-280. All the skills are built into the machine. It prints thousands of copies, automatically. Stops automatically, too! It gives perfect registration on multicolor jobs. It even prints from letter-size stencils without masking (another Rex-Rotary exclusive). And your secretary will welcome the sealed ink cartridges, which eliminate messy fingertips.

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Nicest thing about this ultra-modern, silk-screen mimeograph is that **only you** know of its economy. Customers, dealers, salesmen, see clean, clear printing. Let us show you how companies—large and small—get more printing, at less cost, with a modern Rex-Rotary. The coupon on the next page will bring all the information. Fill it out—mail it now.

REX-ROTARY

For More Information Circle No. 249

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Circle No. 249

Card-Tape Data Converters

DATA CONVERTERS of fully modular, solid state construction are announced by Digitronics Corp., Albertson, N. Y. In addition to tape-to-tape conversion, this D300 series can also have card input and output. The user can specify just those features which he requires.

The D300 immediately converts information between punched paper and magnetic tape, in either direction, at 3000 words per minute. The basic unit contains the circuitry necessary to accept data from the input, store data and feed it to output tapes. The same machine can be arranged for conversion in either direction as determined by switch or plugboard selection. Optional features include format control, reordering, translation and increased memory sizes.

Paper tape data may be converted to, or from, standard 5, 6, 7 or 8-level. Magnetic tape may be in any code format having up to six information channels plus one parity channel, with or without a sprocket. Other options include end-of-file insertion to enable operator to select a special end-of-file code; selective translation, column splits, character insertion and zero suppression. In addition to a magnetic tape handler and paper tape reader and punch, the D300 can couple with a card reader or card punch. Checking facilities are included for horizontal and longitudinal parity. A standard 30 amp., 120-volt, 60 cycle line is the only power required. Prices for the basic unit begin at $42,000. **For More Information Circle No. 106.**

The D300 converts data between punched and magnetic tapes at 3000 words a minute.

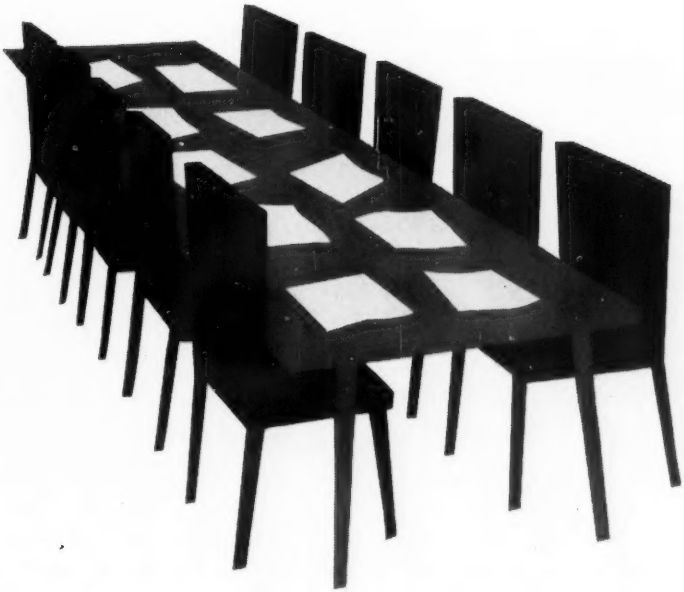
How to Plan Management Meetings

DAVID R. DILLEY,
United States Steel Corp., New York

TWO THOUSAND CONFERENCES and formal meetings are held annually by the nation's 100 largest industrial companies, according to a recent study by a large management consulting firm. Thousands of additional meetings are held by other companies. Although this technique of management appears to be commonly used, the same consulting firm has concluded that approximately 90% of all business meetings are at least partially ineffective in accomplishing their objectives with a minimum of effort. As a result, several hundred million dollars of time and effort are wasted annually.

The reason for the large number of meetings appears to be first management's recognition that the growth and success of a business depends, among other things, on the ability of its people to communicate effectively among themselves, and second, the recognition that meetings can be both a convenient and effective method of communicating. For meetings to achieve maximum effectiveness, it is necessary that several factors be recognized. First, they should be held only when no alternative method could more effectively accomplish the desired objectives. Second, the time devoted to each meeting should be held to a minimum. Third, effective meetings require conscious effort both in their planning, organization and conduct.

Perhaps the greatest cause of ineffective meetings is inadequate planning. This generally results either from a lack of understanding on the part of the



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NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

For More Information Circle No. 314

planner of the key ingredients in such meetings, or from the demands of numerous day-to-day problems combined with confidence in an ability to "play it by ear" as the meeting progresses. Inadequate planning occurs all too often even though available evidence indicates that adequate time devoted to this pays off in achieving the desired ends.

This article will discuss the key ingredients in planning conferences and meetings.

Formulation of Objectives. The first ingredient is a clear, concise and realistic definition of the purpose and objectives to be achieved. What above everything else are the hoped-for outcomes of the meeting? A clear formulation of objectives is of value not only to the eventual participants but also to the leader in planning other pre-meeting factors, *e. g.,* to consideration of whether such a meeting is the best method of accomplishing the objectives.

Consideration of Alternative Methods of Accomplishing Objectives. Since a meeting is merely a means by which information or ideas are communicated to, from, or among a group of people, the individual contemplating a meeting should first consider whether written memoranda, letters, telephone calls, individual discussions, or other methods of communication would better accomplish the desired objectives. A meeting is only a means to an end, not an end in itself. For instance, meetings held to formulate decisions are actually only advisory in nature; the cross-fire of discussion by experienced minds is to help the decision-maker make up his mind, not to do it for him.

For a meeting to be fully effective, it must deal with subjects which are real, specific and of significance and common interest to all participants. The subject should also involve a problem or a recognized difficulty. If effectively planned, organized, and conducted, a meeting frequently has the following advantages over alternative means of communication:

- It is the fastest way of communicating information to a group of people.
- It is the surest way to be certain that everyone understands what is being presented.
- If effective, it can save many man-hours of time.
- It can reduce tensions to a minimum and resolve conflicting views.

Initiation and Maintenance of Idea File. The meeting planner should begin an "idea file," preferably on standard size note cards. Whenever a pertinent idea occurs, it should be jotted down and filed for future reference under the appropriate category, such as "participants, visual aids, or agenda." By the time he is ready for detailed planning, the planner should have a wealth of ideas to make the actual planning relatively easy. Planners of smaller meetings often do not have to follow such a formal approach but even they can benefit from first jotting down ideas as they occur during the time preceding detailed planning.

Selection of Leader. Although in some instances the planner and leader of a meeting are the same, it is often necessary for the planner to select a leader other than himself. Since the function of the leader is perhaps the most important in a meeting, careful

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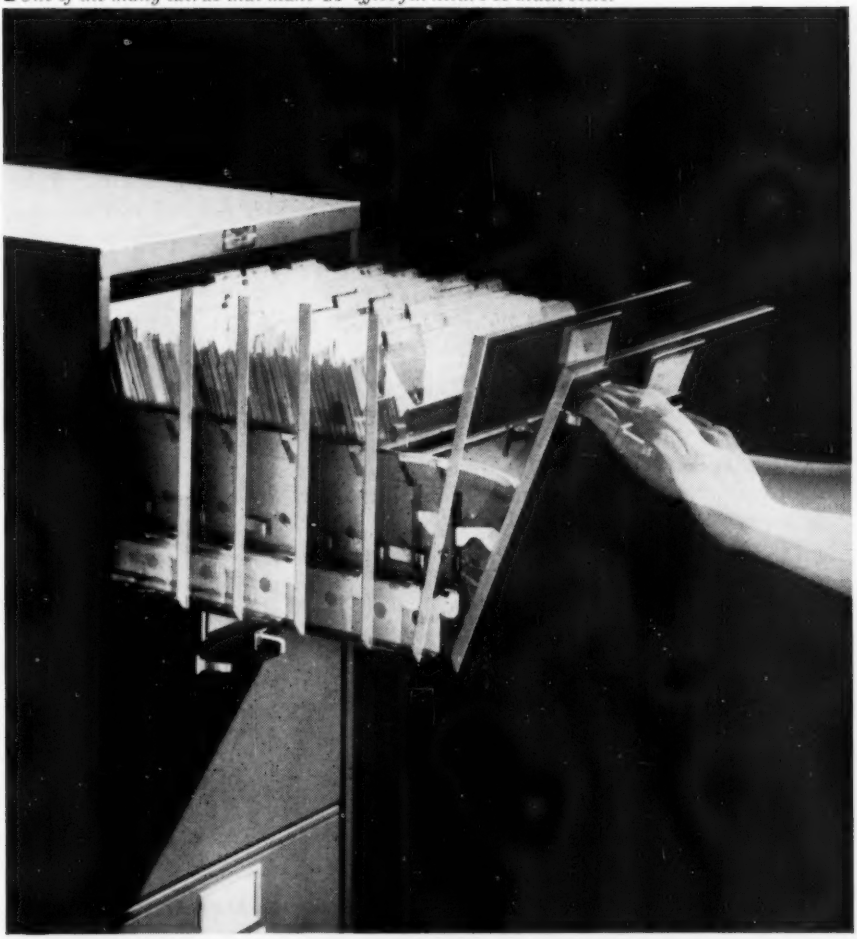

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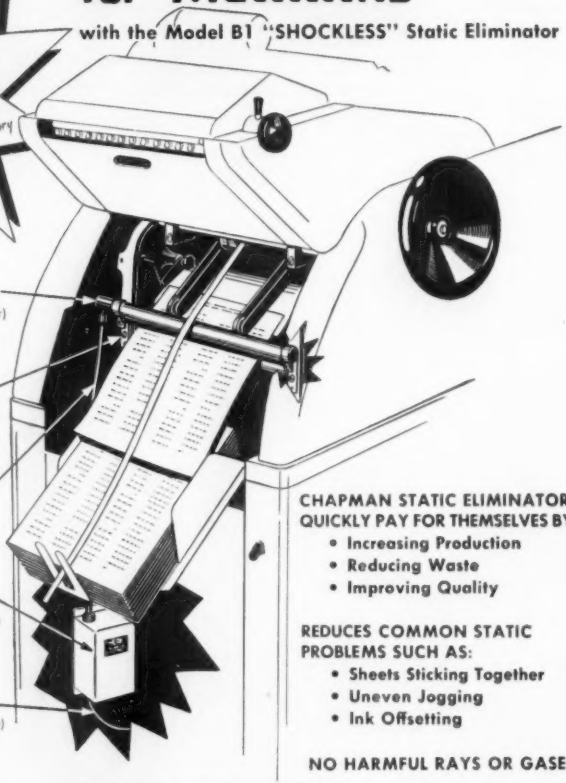

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thought should be given to his selection.

Leading a meeting effectively is an art, and a man may be a fine administrator without possessing this particular skill. Although the function of leader is frequently assigned to the man who presumably knows most about the subject, he often may not be the individual best qualified for this job. The basic rule for selecting a leader is simply to name the man who will make the best leader. Conceivably he can do the job well and still know less about the subject at hand than any individual in the group.

The attributes of a good meeting leader include the following:

- Adequate knowledge of subject
- Awareness of strengths and weaknesses of participants
- Efficiency in presenting subject correctly and clarifying it as necessary
- Skill at directing and coaching the group thinking in an orderly manner
- Ability to keep things moving when they otherwise might get sticky
- Ability to summarize the discussion at appropriate times

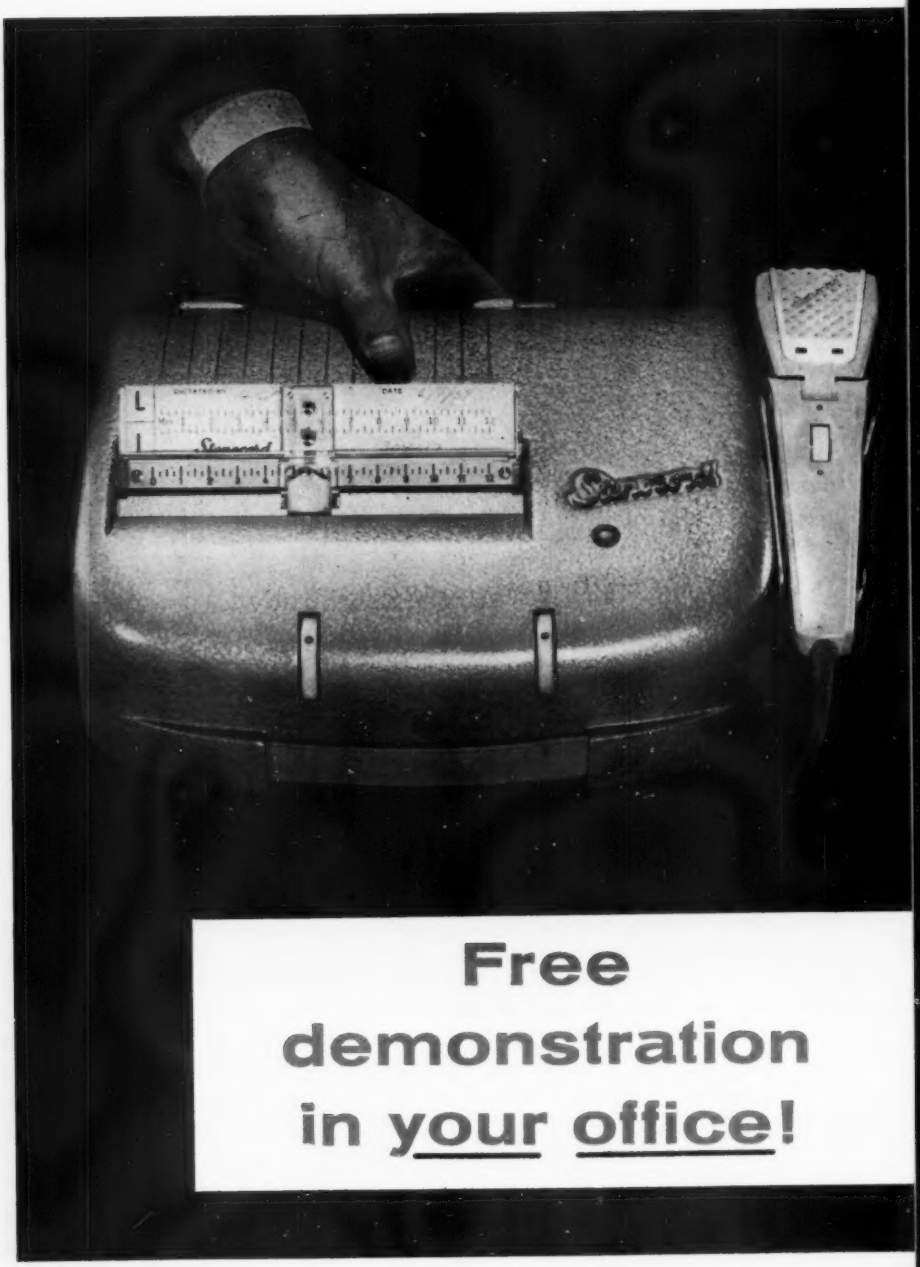
Preparation of Agenda. Meetings which operate with maximum effectiveness are generally those which are thought out beforehand in the minds of the planner, the leader and the participants. If the meeting will involve many participants, prepared agenda are usually advisable. They should be prepared by the planner in consultation with the leader and, where appropriate, with the participants.

Although preparation of the agenda requires time and effort, it forces the planner and leader to consider and define the actual problem. The agenda also reviews the problem briefly and brings the participants together with at least a basic understanding of what is to be discussed. Further, it gives the participants an opportunity to examine the problem in advance and to gather information which will be of value during the meeting. Finally, by listing the participants, it provides an indication of the opposing views which may be presented and which will have to be resolved.

In whatever form is most appropriate, the agenda should cover the key points of "when, where, who, what, why, and how long." The "when, where, and who" are self-explanatory. The "what" includes a listing of each subject to be discussed, together with brief background information if necessary. The "why" should cover the reason for the meeting, including the objectives sought. The "how long" indicates the estimated length of the meeting so that the participants may make plans for other work preceding and following it.

Although complete agenda is desirable, it is usually not possible to create this beforehand, because situations change and the leader frequently cannot perceive all possible subjects until he sees them through the eyes of the participants. So, if the leader invites the participants at the start of a meeting to add too and improve the agenda, the original planning will usually be improved.

Selection of Participants. The participants should be selected primarily on the basis of what they can contribute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but also with an eye to their willingness to cooperate, to participate in the discussion, to restrain their prejudices and respect the points of view of the other participants, to share their experiences for the common good, and to conform to the usual courtesies. Each should be earnest about finding out all he can about the subject prior to and during the meeting. Also, it is desirable to include participants whose views are known to be opposing, so all sides of the question may be examined.

A common weakness of meetings is their excessive number of participants, resulting in a waste of time and talent and in ineffectiveness in arriving at desired objectives. As to how many should attend, a good rule-of-thumb is to include only those who are essential for achieving the objectives. Where more than one department is involved, it is a good idea to have only a minimum number of representatives from each. All participants should be fully aware of the viewpoint of his department; he should also have authority to decide for it. In terms of specific numbers, for decision-making meetings the size should be limited to 15, with fewer being even better. The training or information meeting can be somewhat larger.

Determination of Appropriate Timing and Scheduling. A schedule should be planned in which timing is not too tight, not too leisurely. It needs to be a bit fluid so as to make the most of new opportunities.

The exact time for holding a meeting usually depends on three factors, which vary in importance in accordance with the underlying circumstances. First is how soon the objectives have to be accomplished. Second is how soon pertinent data can be assembled. Third is selection of a time satisfactory to all participants. The planner needs to recognize that they have other demands on their time and participants should be notified of the starting and ending time sufficiently in advance by means of the agenda.

Since meetings usually involve many manhours of valuable time, the leader should hold the length of the meeting to a minimum. To accomplish this, it is important that meetings begin on time and end on time. For the leader himself to be late is unthinkable, and tardiness by others should be made to weigh on their consciences.

Formulation of Pre-Meeting Assignments. Adequate information is essential for a meeting. Lack of it is one of the major causes of failures. To insure this, it is necessary for the planner to do three things: determine exactly what information should be presented; determine the individual or individuals best qualified to obtain this prior to the meeting; and request these individuals to have the information at the meeting. Conclusions are no better than the data on which they are based.

The information may be readily available to the individuals assigned to obtain it or may require thorough exploration. But for the planner to assume that someone at the meeting will have the necessary information without having been requested in advance to obtain it can be disastrous. When vital information is missing, the meeting may wander and finally break up for lack of facts, or the participants may debate

(Continued on page 314)

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Want to Succeed in Business? Then Learn More About Women

W. D. GRIFFITH, Assistant Treasurer,
Lilly Varnish Co., Indianapolis

YOU CAN LEARN all there is to know about IDP, EDP, automation, systems and procedures, and feel pretty secure about your future because of your knowledge. But, if you become an expert in all of these and don't know a few of the basic facts about women, your future in any office is worth about as much as a zero with the edge rubbed off. Why? Because the gals, in their own subtle way, are gradually taking over, and we've been letting it happen without doing anything about it.

I'm not saying it is necessary to understand women. That's expecting too much! But it *is* necessary to consolidate and use what knowledge we have about them for our own salvation.

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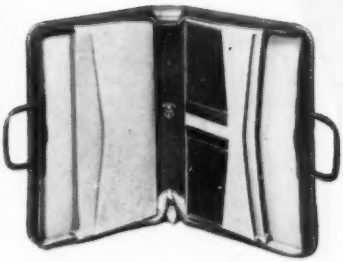

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employees — are women. That's only part of the story. Management has been finding out that, in addition to being better than men in these fields, the women accept supervision with better grace and, under the same circumstances, are far more willing to accept new ideas.

Dr. Edward Z. Dagar of Purdue University has observed that when women begin to take over a field or profession, men tend to drop out, and eventually shun it. If that is true, and the trend continues, what will remain for us poor men? If you like to work in an office (instead of having to get a job doing hard work), you had better consider doing something to protect yourself.

"He couldn't believe we had a* master *card for him. Said he's going to warn his wife."

Management might decide that, if women are better qualified to accept supervision and new ideas, they also are better equipped to dish them out.

Women have been the more powerful of the two sexes ever since Eve joined Adam in the Garden of Eden.

They know they control most of the wealth, 52% of the vote and 99½% of the men. The law books say man is boss, but we have been giving women so many privileges, and they are able to assert themselves in so many ways, that the idea of man as boss doesn't have the same meaning it had in the past. We've got to bring that meaning back!

Because of their feeling of superiority, women have been giving more thought to man's plight, and their concern is increasing. When the ladies see that widows are increasing at a rate of 100,000 a year, they get the idea that more and more men are having ulcers and heart attacks. Women live four years or so longer than men (eight years in California), and today in the U.S.A. they outnumber men by a good 3 million.

All of this gives women the feeling that men are working too hard, and they've about decided they must take a course of action that the men won't take for themselves. At a meeting of the International Federation of Women Lawyers in 1958 they even proposed a resolution calling for the same hours and working conditions for men that exist for women.

Now isn't that something? If they have their way, it will be women who will attend the luncheon conferences and conventions, and take afternoons

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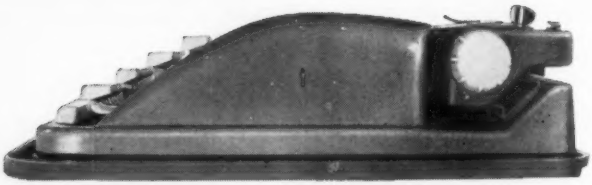

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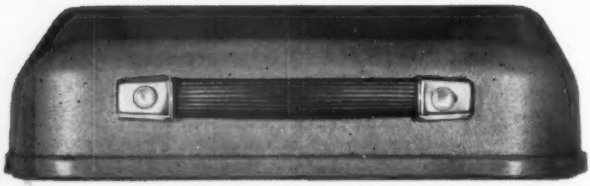

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For More Information Circle No. 252

"Come, come now, you rascal, give me back my glasses"

off for golf. Then *they* will be the ones having ulcers and heart attacks, and who wants that to develop? We men have got to keep some fields for ourselves!

We have to admit that today women are better able to stand on their own feet than ever before. Thirty years ago their average shoe size was 6B—today it's 7½ B. More of them graduate from high school (26 girls for every 20 boys), giving them the edge on education. And although at times the girls find it advantageous to play dumb, they have made more progress in asserting themselves as the possessors of brains during the past 20 years than in all the preceding centuries. What makes it harder for men is the fact that today women are taller and more lovely than they used to be, and they get around more.

They seem to be on the plus side in about everything. More baby girls survive at birth. Their brains weigh more in proportion to their body weight. They have better memories as a rule, and they have an intuition a man would give his right arm to possess. On top of it all, they know their greatest asset is a man's imagination.

They learn to walk sooner, and improve this technique as they grow older. How many times have you turned for a second look as a girl passed by? Do you ever turn around for a second look at a man?

Women learn to talk sooner, and develop both the ability and desire to express themselves far beyond the peak a man might reach. That is why it has been said there are three means of communication — telephone, telegraph and telawoman.

They have the power to drum up business for the NLRB. A couple of

years ago an Alabama mill decided to discontinue manufacturing bloomers—said there was no market for them. This threw eight people out of work. The union filed a complaint, urging the NLRB to compel the company to keep on making bloomers so the eight could keep their jobs. After two years of mumbo-jumbo, the board decided the company had the best reason possible for not making the garment. It discovered women didn't wear bloomers anymore.

Now, as I understand it, the board is made up of men. How come it took them two years to find out that women didn't wear bloomers? Women wouldn't be so slow on the uptake if they had made up the board and the item had been men's apparel. Surveys prove women buy 85% of the trousers, and 70% to 80% of the sport shirts worn by men. Women also help make the decision on most other items.

"I'd like to know who the supervisor is who said you couldn't fill out a form."

Take another case to prove the power of a woman. By exercising a whim she can shut down an entire factory. Over in England last year 21-year-old Eileen married Tom Stevenson, who worked on the night shift in an auto factory. She wanted her husband home on those cold autumn nights and got him to switch to the day shift.

The next day when Tom started to work, 1500 fellow workers walked out. The 30 day men in the welding shop shared a weekly bonus. With Tom added to the shift, it would be split 31 ways instead of 30, meaning each man's share would be less, and the men didn't want to take a cut just so Tom could be home nights. The maintenance men followed and that stopped the night shift. The power of one woman over one man stopped an entire factory.

Realizing the power a woman possesses, you can better understand how futile it is to try to compete with her. She is the only being that can skin a wolf and get a mink pelt. Neither would you gain anything in an attempt to argue with her, for as I read somewhere:

He cannot argue with woman — man
Will sagely, frequently declare.
The simple truth, of course, is that he can—
But it won't get him anywhere.

(Continued on page 322)

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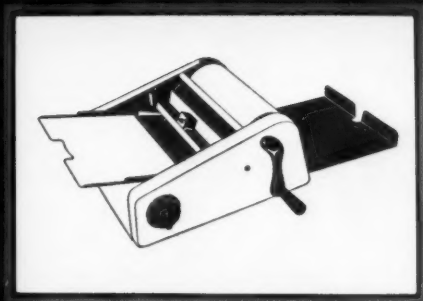
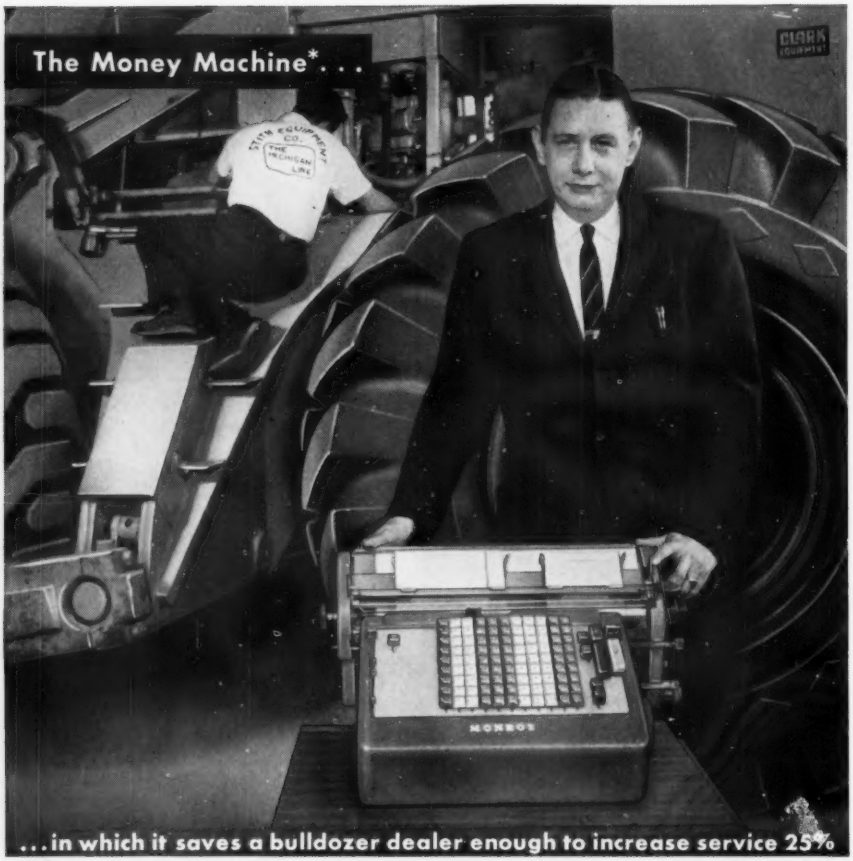


the spirit duplicator SADA Sprint

it's simple
it's fast
prints up to seven colors together
it's precise
it's economical
and... it's portable!

SADA S.p.A. Duplicatori ed Affini
first Manufacturer of Duplicators in Italy
Milano, Italy - Piazza S. M. Beltrade, 1

For More Information Circle No. 341



. . . in which it saves a bulldozer dealer enough to increase service 25%

"We're saving at least $4,000 a year on accounting costs with our $2,145 Monroe Accounting Machine," says James Walraven, Stith Equipment Co., Atlanta. "This extra money reinforces our program of increased customer service, helps pay the salary of an additional serviceman for faster repairs of our customers' heavy equipment." Like Stith, hundreds of businesses are growing bigger with the savings from Monroe Machine Accounting. Join them—as little as $750 buys it.

***That's what you'll call your Monroe Accounting Machine. It *saves money* by lowering costs; *makes money* by freeing capital to grow on.**

FREE CASE HISTORIES

Learn how Monroe Machine Accounting finds more money to grow on for companies like yours.

Write: Accounting Machine, Dept. 15, Monroe Calculating Machine Co., Orange, New Jersey.

See the MAN from MONROE

for CALCULATING ADDING • ACCOUNTING DATA PROCESSING MACHINES

A DIVISION OF LITTON INDUSTRIES

Monroe Calculating Machine Company, Inc., Sales and service in principal cities everywhere. General offices, Orange, N.J.

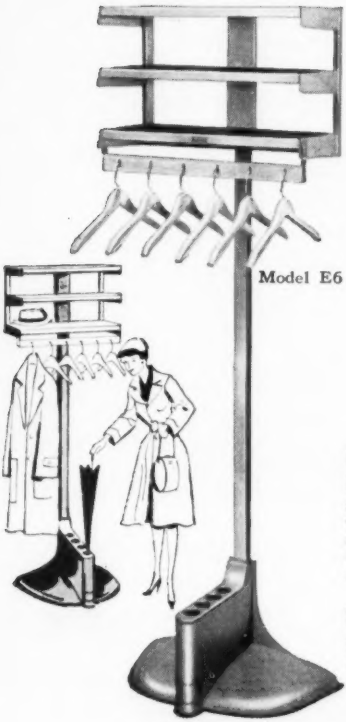
For More Information Circle No. 361

here's a smart new line for '61

BORROUGHS

new & improved

"Executive" Wrap Racks



Model E6

BORROUGHS — nationally known for quality-values—presents the smartest, best-appointed wrap racks ever produced by this company — and at NO increase in price! From the compact model E6 for executive offices or homes, to the big standard floor model E15DF, holding more than 40 coats and 40 hats, Borroughs offers a wide range of floor and wall models. Graceful styling, and a choice of 5 modern colors in electrostatically baked-on enamel, assure a most harmonious complement to any decor.

send for illustrated price list

Improved Hanger Bar on all floor and wall models. Bar can be reversed to increase hanger capacities 25%. New vinyl covering resists scratches and corrosion.

New Designer Bases have umbrella holders with easy-glide drip trays.

Model E15

The "Executive" line includes 4 floor models, 4 wall models and 3 double-face models. Send for complete information.

BORROUGHS MANUFACTURING COMPANY
OF KALAMAZOO
A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT
3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 337

With transparent, easy-to-use Type-Ons by

SUPERIOR—*Tabbies*

(Patented—Others Pending)

No Cutting . . . No Inserting . . . No Moistening . . .
No Smearing . . . Just Type and Attach!

SUPERIOR-TABBIES TYPE-ONS work like magic! You type or write directly on the acetate, watch the heading appear *under* the protective cover where it cannot smear, will not fade.

Then you lift the *Type-Ons* from the paper backing and attach to file folder, manual, catalog, etc.; *Tabbies* adhere to any material, including acetate. Transparent skirt does not hide material on tabbed sheet edges. Choice of six edge colors. Pre-cut widths available: ¾", 1", 1½", 2", 3" (2" pictured).

SUPERIOR-TABBIES are also available in pre-printed stock sets, insertables, made-to-order sets, color signals and file folder protectors. Write for complete catalog and price list, or see your stationer—but remember the name, *Superior-Tabbies*.

SUPERIOR—*Tabbies*

900 N. FRANKLIN ST., CHICAGO 10, ILL.
SUperior 7-4835

SEE US AT BOOTH 213, NSOEA SHOW
For More Information Circle No. 325

...and EVERYONE can afford the new

EZY-graph

Amazing New Stencil Duplicator

You can run 10, 50, 100, or more clear, clean, permanent stencil-and-ink copies at home, school, in your office or place of business. EZY-GRAPH is not a toy, not a spirit duplicator, not a hectograph. A complete unit* and you can change from black to color in 9 seconds! Price is only $19.95*. Order from American Stencil Manufacturing Company, 2714 Walnut Street, Denver 5, Colorado.

$19.95

*Includes EZY-Graph, EZY-Inker, EZY-Printer, Stencils (Quire), Ink, Correction Fluid, Stylus, Signature-Writing Plate

For More Information Circle No. 240

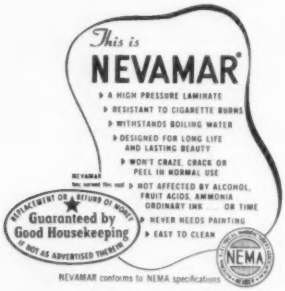
EASTERN CABINET AND FURNITURE CO.

LYNWOOD, CALIFORNIA

FASHIONS MODULAR DESKS WITH LIFETIME

NEVAMAR®

HIGH-PRESSURE LAMINATES



NEVAMAR conforms to NEMA specifications

Eastern has created a complete line of modular desks with rich wood-grain surfaces of NEVAMAR —the super-hard, satin-smooth laminate. NEVAMAR wards off stains, scars and scratches . . . keeps its unmarred beauty thru the rigorous service demands of today's offices. Count on quality NEVAMAR-surfaced furniture for a lifetime of dependable service.

Photo: Typewriter Desk in the Lynwood line by Eastern Cabinet and Furniture Co., 11010 Santa Fe Ave., Lynwood, California.

NEVAMAR DIVISION:

THE NATIONAL PLASTIC PRODUCTS COMPANY

Saran and Nylon Fibers—Nevamar High-Pressure Laminates—Wynene Extruded and Molded Products

ODENTON, MD. • NEW YORK, N. Y. • LONG BEACH, CALIF. • MIAMI, FLA. • CHICAGO, ILL. • DENVER, COL. PORTLAND, ORE. • SAN FRANCISCO, CALIF. • CHARLOTTE, N. C. • JACKSON, TENN. • INDIANAPOLIS, IND.

For More Information Circle No. 307

PHOTO-COMPOSE type BY DIALING!

Entirely Automatic

NO DARK ROOM...NO TRAYS...

Simply spell out your copy on the dial and your HEADLINER will deliver a smudge-proof, micro-sharp print in any style or size . . . as large as 84 pt. Use it for signs, tags, or paste-up layouts for printing and duplicating. Makes prints on paper or film.

TypeMasters are instantly changeable and never wear out.

HEADINGS

DISPLAYS

VISUALS

CHARTS

Requires no training. Your office girl can operate it.

VARITYPER CORPORATION
SUBSIDIARY OF
ADDRESSOGRAPH-MULTIGRAPH
CORPORATION

VariTyper

HEADLINER

CUTTING COSTS IS OUR BUSINESS

Headlines in this Ad were photo-composed on the HEADLINER... Text by VARITYPER.

VARITYPER CORPORATION Dept. H-93
720 Frelinghuysen Ave., Newark 12, N.J.

Please send HEADLINER Book H

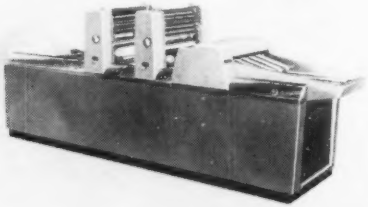
NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE...STATE.....

For More Information Circle No. 239

New Products

ROLL-FED OFFSET PRESS

Didde-Glaser, Inc., Dept. 0-9, 50 Hi-Way & West 12th Ave., Emporia, Kans., announces the Tandemer low-cost, high-speed roll-fed offset press made in modular units which can be added to at any time. Basic assembly comprises roll stand, offset printing, terminal and delivery units.



Takes presensitized and wipe-on offset plates up to 9-9/16" x 13-1/2" (8-1/4" x 13-1/4" printing area) and produces up to 30,000 impressions an hour. Two offset printing units can be used to print two colors on one side or one color on both sides of sheet in one run. Plate jig and quick plate mounting make accurate preregistration simple and fast. Prints all stock from 8 lb. bond to 110 lb. index. Add-on units, to be available soon, include paper tinter, numberer-imprinter, punch, carbon attacher and rewinding delivery. **For More Information Circle No. 348.**

DICTATING MACHINE

North American Philips Co., Dictating Equipment Div., 230 Duffy Ave., Hicksville, N. Y., announces the Norelco 75 Dictating Machine with magazine loading which does away with tape threading. User just drops in tape magazine and records or listens. Five controls handle all functions: record, playback, rapid review, fast forward and reverse, start, stop and volume. A buzzer automatically signals end of tape and user always knows if tape is available while recording. Microphone-telephone switch allows instant switching from dictating to telephone recording. Tape can be used over and over again. An automatic quick erase mechanism enables secretary to erase all tape at day's end. Accurate two-digit counter al-

lows user to quickly locate any portion of dictated material. Microphone also serves as speaker for playback and dictation review. It is sensitive to all voice levels and automatically adjusts for maximum clarity. Fidelity circuitry enables typists to transcribe for hours with less fatigue and without errors. Machine weighs only 8 lbs., measures 10" x 7½" x 4", operates on regular AC, draws 30 watts. Priced at $189.50 complete with loaded magazine, log pad, dust cover and choice of dictating or transcribing accessories (foot control, stethoscope headset or single earpiece). Typewriter or hand control available extra. **For More Information Circle No. 369.**

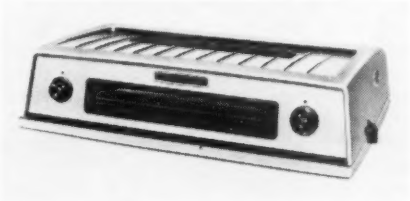
AUTOMATIC PHONE DIALER

Dialaphone, 2515 Palm Place, San Mateo, Calif., makes a one-touch automatic phone dialing instrument that combines an electro-mechanical memory and a rapid pushbutton device. Memory consists of a Mylar plastic directory tape listing 850 numbers, recorded by coded perforations. Initial list is prepared at the factory, but each unit comes with a perforator to enter new numbers. To make a

call by Dialaphone, simply line up the name of the desired party in the viewing frame, then lift telephone receiver. At the dial tone, push starter button and number is dialed automatically. Unit will dial any number or combination of numbers that can be dialed manually, including direct dialing long distance calls and the new direct inward dialing system. Advantages include time saving and fewer errors. **For More Information Circle No. 199.**

PHOTOCOPIER

Cormac Photocopy Corp., 80 Fifth Ave., New York 11, N. Y., introduces the Cormac 300 with Flo-Tronic Control, an electronic device that automatically relieves operator of all contact with chemical handling. At the flick of a switch, it automatically transfers the exact amount of developer needed for copying from cartridge to tray. At night, the same switch circulates developer back to cartridge. At the end of each cycle, timing mechanism shuts off automatically. Copying time of the 300 has been reduced. It reproduces all types of material, 11″ wide by any length, including ink signatures, pencil or crayon notations, all colors, spirit dupli-



cation, etc. Its styling is in line with modern office decor. The 300 is 23″ wide, 14″ deep, 5¼″ high, and is said to incorporate mechanical and electrical improvements to assure troublefree performance and simplified maintenance. **For More Information Circle No. 144.**

VENDING MACHINE

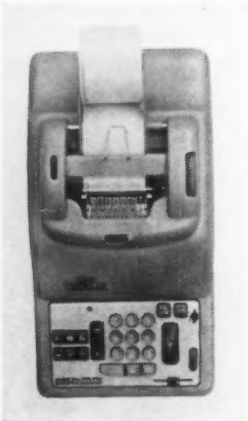
Vendo Co., 7400 East 12th St., Kansas City 26, Mo., unveils Visi-Vend, a vending machine that sells a variety of cold and hot food and drink items within a temperature range of around zero and

155° F. The 30″ x 35″ vender is 6 ft. 5″ high. It offers up to ten selections of items, each visible through a glass serving door. Prices for individual items may range from 5c to $1.50. In addition to

the dual-control model for frozen and hot foods, other models sell hot-and-cold, all-cold, all-hot and all-frozen items, as well as room temperature products from a model without thermal controls. A total of 12 models will be produced during 1961. The all-cold model can even sell corsages of fresh flowers, but Visi-Vend is primarily designed to serve full meals, salads and desserts in plastic, foil or paper containers. It may be used as a single unit, or be placed beside other machines selling coffee, candy, soft drinks or cigarettes. Four machines have been in daily use in Vendo's automatic cafeteria for over a year and, according to company officials, have performed efficiently. Individual portion packaging assures full flavor retention from the preparation point to the time food is eaten. **For More Information Circle No. 128.**

CALCULATOR

Lagomarsino FAI, Viale Umbria 36, Milan, Italy, announces the new Totalia Printing Calculator Model 8381 which is simple to use because the arithmetical processes (addition, subtraction, multiplication, division) are automatic and initiated by keys clearly marked with the appropriate symbol. This machine offers the most complete facilities for figuring percentages. It will automatically figure the amount of a percentage, the principal plus the percentage, the principal minus the percentage (discount), the value of a percentage of increase or decrease. In any problem, each operation is indicated on the tape in its logical sequence. Each tape entry is accompanied by the appropriate symbol so that persons other than the machine operator can accurately read the printed tape. The answers to problems can be held for a grand total or recapitulation in the manner desired. The machine is designed to handle the business arithmetic that requires multiple calculations. Its capacity is 12 x 13 and it is priced at only $675. **For More Information Circle No. 366.**



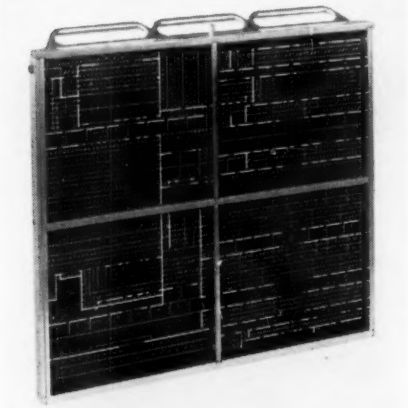
MICR RIBBON

National Cash Register Co., Dayton 9, Ohio, unveils a paper ribbon that imprints magnetic figures and symbols on checks and deposit slips. Already in use in the Bank of America's Erma automation system, this ribbon answers the technical difficulties of printing magnetic characters on conventional machines. It is made of special paper and coated with a magnetic material that meets the required physical characteristics. When the typeface in the check imprinting machine strikes the ribbon, all the coating at the point of contact breaks free and transfers to the

surface of the check. Each number and symbol is said to have sharp definition and the magnetic properties required for automatic machine reading. **For More Information Circle No. 181.**

MACHINE CONTROL PANELS

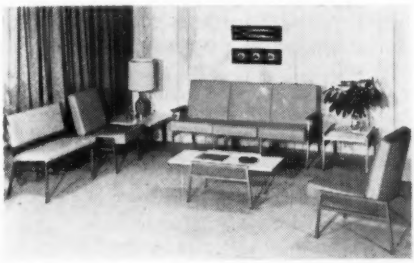
Virginia Panel Corp., Box 1106, Waynesboro, Va., offers machine control panels with highly legible characters which makes them easier to wire, check and change. The greater visibility is the result of a specially developed screen process with special inks and paints, and larg-



er characters. Also provided is high scratch resistance for long, trouble-free service. The lightweight aluminum frames have contoured handle. Light plastic covers for frames have a thumb-pressure release. Frames can be had on 24-hour shipping service and are unconditionally guaranteed. **For More Information Circle No. 114.**

FURNITURE

Howell Co., 434 South 1st St., St. Charles, Ill., unveils a line of reception room seating of modular design. Named Encore, the group is designed so that chairs and tables can be used alone or clamped together. Produced in finishes (satin chrome, white, gold and bronzite) to suit almost any modern decor. Seats and backs are formed from a one-piece welded channel of heavy gauge steel to which the upholstery is applied. This is said to produce a non-breakable unit. All pieces have wall saver design to enable



them to be used anywhere without fear of wall damage. Backs of seating units are high enough to support shoulders comfortably. Perforated panels on chairs and tables are optional. Solid walnut arms are hand rubbed. For brochure describing the entire Encore line, **Circle No. 392.**

TAB CARD FILES

Wright Line, Inc., 160 Gold Star Blvd., Worcester 6, Mass., announces an economy line of Gold Star Files for tabulating

cards. The ¾-suspension files come in 20, 12 and 4-drawer models. Full suspension in 20-drawer model only. Units

are self-stacking with large handles, full card labeling and are interchangeable with other Gold Star files. To save space, the line offers what is claimed to be the narrowest case available. Heavy girder and all welded rigid construction holds front true and square for easier opening and closing, and longer life. The 20-drawer full suspension file has touch-release opening and Glide-Wright suspension for smooth opening and closing of heavy cradles. For Gold Star catalog, **Circle No. 205.**

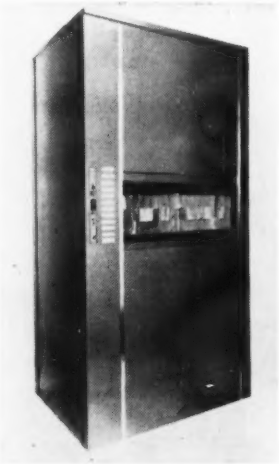
WATERCOOLERS

General Electric Co., Commercial Equipment Dept., 14th & Arnold Sts., Chicago Heights, Ill., makes watercoolers which mount flush to the wall, eliminating at least 6″ of plumbing space behind the unit. All plumbing components are completely enclosed with no unsightly pipes or

valves. The shape permits drinking from either side or the front. Wall units may be mounted at any height, even on the floor. A carafe-filler is available for cafeteria use. Also available is a hot-water accessory for quick, easy addition to installed units. Coolers are designed to harmonize with modern decors, yet withstand rough treatment. Gray cabinet finish blends with any surroundings, and stainless steel cabinet panels are available as an extra. These coolers have light finger-tip control; removable drain strainer for easy cleaning; no-squirt bubbler; anti-splash basin. **For More Information Circle No. 139.**

ELECTRIC FILE

Supreme Steel Equipment Corp., 53rd St. & 1st Ave., Brooklyn 32, N. Y., offers the Conserv-a-matic, a unit containing shelves, suspended in tiers, which revolve to a central work station by an electrically



operated conveyor system. The single 16-shelf unit is only 116″ high and 33″ deep, yet has the capacity of 5½ conventional filing cabinets (or over 22 drawers) and saves up to 57% of floorspace. It plugs into any wall outlet. Conserv-a-matic units are built for either a stand-up or sit-down operation, making them adaptable to any kind of situation. Units of various heights have already been installed, and 22 ft. high units were designed for a New England hospital in which records volume had become so extensive that two balconies were used to hold additional filing cabinets. By installing these units, the hospital will eliminate the balconies, bring records processing back to a one-floor

operation, and save more than 400% in floorspace. A 12-shelf unit, 96" high, was installed into the wall of a Miami bank to create a single secretarial-filing work station. Conserv-a-matic work stations are said to allow 40% less filing personnel to do a faster and more efficient job. **For More Information Circle No. 432.**

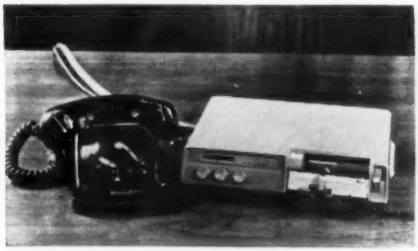
ADDRESSING MACHINE

Scriptomatic, Inc., 1101 Vine St., Philadelphia 7, Pa., has added two attachments to extend the range of its Model 10 addressing machine. An automatic bulk

feeder at one end and a conveyor-stacker at the other permit handling a wide range of envelopes, folders and other material for automatic addressing. No tools are required for either attachment and machine may be changed from hand feed to bulk feed and back in less than a minute. These attachments, and optional electronic sensing (Model 10-S), combine to make a practically universal addressing unit for large or small list users. Electronic sensing attachment reads the notched edges of master cards and prints or skips according to program (66 combinations possible). It also counts each category and delivers masters in file sequence. The machine prints from typewritten card masters prepared with chemical transfer by ordinary electric typewriter. Data to be reproduced is retained in a long lasting deposit on the reverse side of the card when it is typed, and is transferred to envelopes, folders, etc., running through the machine at high speeds. This method also dovetails with IBM, Remington Rand or other punched card systems. The punched cards become address masters with no need for separate lists or address stencils. For descriptive bulletin, **Circle No. 140.**

DICTATION SYSTEM

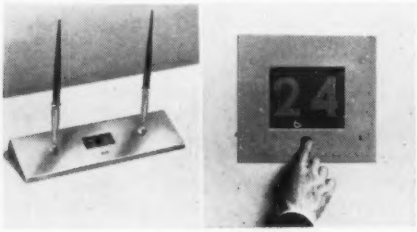
Dictaphone Corp., 730 Third Ave., New York 17, N. Y., announces the Model RD6 Dictaphone Telecord Dictation System for network office dictation. Substitution of transistors for vacuum tubes does away with any warm-up period and eliminates down time due to burned-out tubes. Better visibility enables secretary to instantly identify the recording on the Dictabelt record. Improved warning device signals when Dictabelt should be changed. System permits dictator to pick up handset of the phone on his desk and dictate letters, memoranda, etc., to a recording machine



in a central secretarial office where his dictation is transcribed. It can be adapted to internal phone systems, such as Bell PBX and, depending on the workload, can utilize an appropriate number of recorders and desk phones. Controls permit dictator to play back his dictation and indicate corrections. A red light on his phone tells him when recorder is in use. In multiple installations, similar lights indicate which recorders are in use so dictator can switch to a free unit. Where there are internal dialing facilities existing phones can be used; or separate phones can be installed exclusively for dictation. **For More Information Circle No. 137.**

MINIATURE ANNUNCIATOR

Auth Electric Co., 34-20 45th St., Long Island City 1, N. Y., offers Telescreen miniaturized annunciator signal systems capable of indicating numbers from 1 to 99 in a space of 7″ square or less. Designed for use by executives sharing a steno or page pool, buyers interviewing numerous persons, guards calling a central station for assistance, etc. Signals are small enough to be mounted into a desk top, pen stand, small wall space or



almost any convenient area. Numbers can be ¾″, 1″ or 3¾″ high, and are released from a panel which serves as a memory and storage center. As soon as each signal on annunciator is noted, it is cancelled by pressing a reset button, automatically releasing the next stored signal to appear. Control panel connects to power supply of 110 volts, 60 cycles and can be placed in an out-of-the-way location. Standard systems accommodate up to 100 calls. Greater capacities, or variations to suit specific conditions, are also available. **For More Information Circle No. 225.**

COLOR-CODED PAPERS

Mead Papers, Inc., 118 West 1st St., Dayton 2, Ohio, announces a system of color-coded labels offering advantages to office printing departments. The system combines Mead paper grades (standard and ready-cut) into six groups. Each has its own label color. Type has also been enlarged and grade, weight and other data can be read easily from a distance. Groupings and color codes are: yellow for coated offset; orange for coated letterpress; red for uncoated offset; rose for uncoated letterpress; blue for Mead business papers; green for Moistrite and Northlite business papers. **For More Information Circle No. 182.**

STAPLER

Bostitch, Inc., 308 Briggs Drive, East Greenwich, R. I., makes a desk stapler that produces a staple with both legs pointing in the same direction. This enables succeeding top sheets of stapled papers to be removed without having to remove the staple and re-fasten the remaining pages each time. The Bostitch B5U desk stapler was designed especially for temporarily holding together items with permanently fastened ones. Banks will find it useful for temporarily attaching checks to cor-

respondence or other files. A check can be easily removed from the rest of the file. In departmentalized organizations, such as insurance companies, publishers, etc., one copy can be removed by the department affected without having to unstaple all data. The B5U stapler also performs all the functions of standard Bostitch desk staplers, as well as a tacker. A touch of the automatic trigger releases the clincher arm, making it handy for tacking notes, exhibits and signs to bulletin boards. Light but durable, it comes in two-tone gray at $15.25. **For More Information Circle No. 188.**

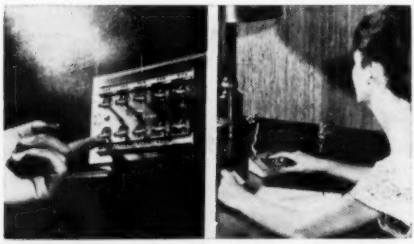
DESKS

H-O-N Co., Muscatine, Iowa, unveils a line of conventional type desks under the Convaire name. These embrace such features as honeycomb core, steel reinforced top, anodized aluminum legs, ad-

justable glides, full depth pedestal drawers on nylon rollers, sound dampening in pedestals, overall locking, spring action dictation slides, and aluminum top edging with vinyl insert. Tops are available in choice of Textolite plastic or linoleum. **For More Information Circle No. 156.**

IN-OUT INDICATOR

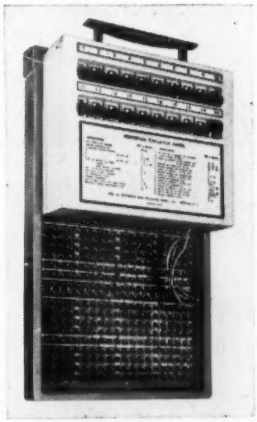
Edwards Co., Norwalk, Conn., has designed the In-dicator system for use in small to medium sized offices. It contains a ten or 20 name register, compact indicating panel and low-voltage transformer.



Register can be installed near entrance, while the indicating panel is placed atop reception desk or phone switchboard. For remote locations, single-name executive registers are also available. When entering building or office, key personnel flip the register switch for their names to "in." When a visitor or phone call is received, receptionist or operator presses button on indicating panel for person wanted. If he is in, green lamp lights; if he is out, red lamp lights. When leaving, personnel flick their register switches to "out." At remote locations, executives can flip their switches to "out" for privacy. System also can be used wherever simple "yes" or "no" answers are required. Installation is simple. All components are prewired. Registers are 4½″ x 6¼″ x 1½″ and can be flush or surface mounted. Indicating panels are 3″ x 3¼″ with inclined faces to insure visibility—require no mounting. Operating on 24-volt 60 cycle, system is completely safe. Ten-name systems as low as $110, complete. **For More Information Circle No. 328.**

COLLATOR SWITCH PANEL

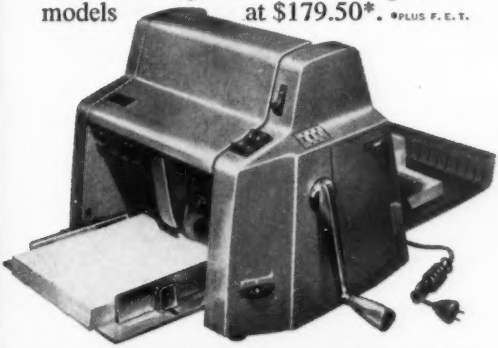
Universal Data Processing Equipment, Inc., Milltown, N. J., announces the Universal Collator Panel which is capable of selecting and performing over 40 basic and complex operations on IBM data process-



ing machines. By simply flicking one or more switches on the panel, one can instantly execute such operations as: sequence check or merge; a 3-pocket match merge; a 4-pocket match merge; pulling of multiple card groups; pulling of step downs; selection of first card in a group;

This trademark is not ours!

Cleanliness is! The Bohn Rex Rotary Mimeograph is designed like a printing press. It has printing press cylinders and it uses printer's paste ink that's fed from a sealed, disposable cartridge. Never leaks. The machine stays clean, copies come out clean and sharp. And you stay clean. At the end of a run you close up the machine 'til next time. Six hours or six months later, it's ready for use with no messy cleaning necessary. Four models, ranging in price from the automatic electric at only $345* to hand-operated models at $179.50*. *PLUS F.E.T.



BOHN REX ROTARY MIMEOGRAPH

Send this coupon for more details and free copies of catalogue sheets, drawings, photographs and a portfolio of Leonardo da Vinci's masterpieces, all reproduced on the Bohn Rex Rotary Mimeograph:

Bohn Duplicator Co., Dept. L-2
444 Park Ave. South, N.Y. 16, N.Y.

Please send more information and a portfolio of samples.

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____

For More Information Circle No. 238

selection of cards by control number, etc. Used with the IBM 077, 085 and 089 machines, this device eliminates the need for constant intricate rewiring. It cuts supervisory time and simplifies the wiring job for operators. Included on the panel is a concise explanation of each switch's function. All side switches are recessed into panel to prevent accidental breakage. **For More Information Circle No. 200.**

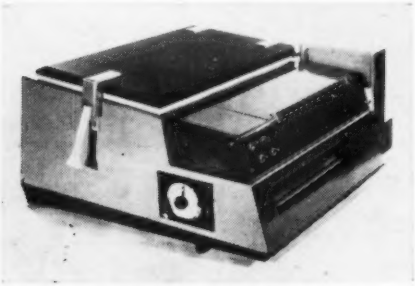
OFFSET MASTER ERASER

A. W. Faber-Castell Pencil Co., 41-47 Dickerson St., Newark 3, N. J., introduces an eraser for removing typewritten marks from coated offset plates. Called Litho-Rub Pink 7547B and Litho-Rub Red

7341B, both are wood-encased, pencil-shaped erasers with brush attached. They do a good job of erasing on all types of master plates without damaging the surface. The two different compositions offer the user a choice to suit his needs. Price is 20c each. **For More Information Circle No. 191.**

PHOTOCOPIERS

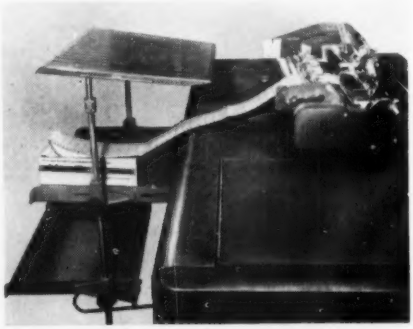
Castex, 46 Rue Sainte Anne, Paris 2, France, makes the Castex 60 line of photocopiers which produce a copy in 20



seconds of any black-and-white or colored original document without the need to handle liquids. Copies may be on one or two-sided paper, airmail paper or board stock. Up to 15 copies can be made from one original. Copies can be made from one and two-sided originals, and from pages in a book. Castex 60 photocopiers can be used under any lighting conditions, and will produce film masters for diazo copying as well as offset plates. Made in models for copying up to 9¾" x 13¾" and 13¾" x 17¾". This firm also makes printing and developing machines in separate units. **For More Information Circle No. 271.**

FANFOLD LABELS

Allen Hollander Co., 385 Gerard Ave., New York 51, N. Y., manufacturer of pin-feed pressure-sensitive labels for data processing and accounting machines, has released results of time studies comparing use of roll and fanfold labels. Results



indicate 90-95% time savings through use of Able-stik fanfold labels. Complete results are contained in the Able-stik Automation-Labelation Idea Portfolio along with samples of their fanfold labels. For a copy, **Circle No. 178.**

OFFSET MASTER

Addressograph-Multigraph Corp., Cleveland 17, Ohio, introduces the Series 9002 Multilith sensitized master. This addition to the firm's line of offset masters offers greatly reduced exposure time and eliminates need for developing and starting solutions. It is also said to offer assured high quality line and halftone reproduction at an economy price. **For More Information Circle No. 201.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopq

rstuvwxyz 1234567890 -;',./ _!:',.?

JUSTOWRITER TYPE

Friden, Inc., San Leandro, Calif., offers Galvin 9-pt. for its Justowriter automatic, tape-operated composing machine which will set justified lines at 100 wpm. Paste-ups can be made directly with 9-pt. copy as set on proof paper, eliminating intermediate enlarging or reducing. Offset duplicator masters can be prepared in 9-pt. for immediate press run. Friden suggests that for those now using the cold-type process or contemplating using it, Justowriter with Galvin 9-pt. will provide the flexibility, speed, quality and economy required. **For More Information, Circle No. 203.**

New DEVELOPMENT

Data Processing Systems that automate office procedures include office machines that create noises which are disturbing to all personnel. Gates ACOUSTINET, Inc., introduces its new IDP-100 series ACOUSTINET specifically designed to absorb at least 50% of Key Punch and Verifier noise. This NEW flexible design, includes a tiltable shield which provides maximum operator comfort and convenience. It allows noise to be absorbed "at the source" without restricting access to the machine, punched cards, telegraphic tape or programme drums.

Write today; give machines, make, model used and measurements.

GATES ACOUSTINET, inc.
2690 SHERIDAN DRIVE BOX 090
TONAWANDA, NEW YORK

QUIETS KEY PUNCHES 50% (GUARANTEED)

For More Information Circle No. 429

TYPING CORRECTION TABS

Eaton Carbon & Ribbon Corp., 170 Tillary St., Brooklyn 1, N. Y., offers Ko-Rec-Type and Ko-Rec-Copy. The first corrects typing errors on the original; the second does the same on carbon copies. When a correction is to be made the Ko-Rec-Type tab is used for the original and a Ko-Rec-Copy tab over each carbon copy. One packet of Ko-Rec-Type containing 32 1″ x 2¾″ tabs and eight 2″ x 2¾″ tabs is $1.19. One packet of Ko-Rec-Copy containing 24 2″ x 2¾″ tabs is $1.19. Discounts available proportionate to order. **For More Information Circle No. 124.**

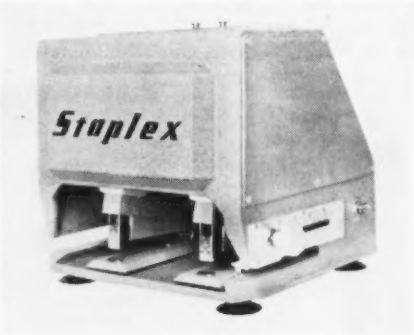
ILLUMINATED MAGNIFIER

Bausch & Lomb Optical Co., Rochester 2, N. Y., makes an Illuminated Magnifier with fully corrected 3x magnification and a wide field of view, making it a useful inspection aid wherever quick, accurate examination of small objects is needed.

The unit rests securely on any flat surface, allowing complete freedom of both hands, and provides even illumination covering the entire area under examination. Unit has a gray finish and is of lightweight, yet durable, construction. It measures 5″ x 3″ x 3¼″, in choice of battery operated or 115-volt models, both at $14.75 without batteries. **For More Information Circle No. 180.**

DOUBLE STAPLER

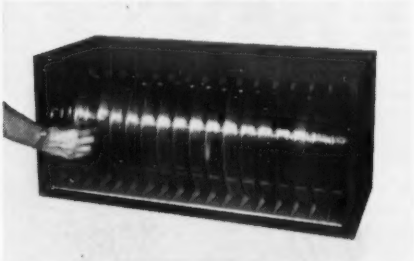
Staplex Co., 775 Fifth Ave., Brooklyn 32, N. Y., introduces the Double-Header, a two-headed portable automatic stapler. It has the patented solenoid drive used on the company's single-head units and operates on 110-volt AC. It drives two staples simultaneously and action is in-



stantaneous, unit stapling as fast as work is fed to it. Eliminates fatigue by allowing operator to set own pace. Available in gray, it uses standard staples. Recommended for top and side stapling, it is fully adjustable for center distances of from 2¼″ to 6½″ between staples and depths from ⅛″ to 3″. For illustrated literature, **Circle No. 174.**

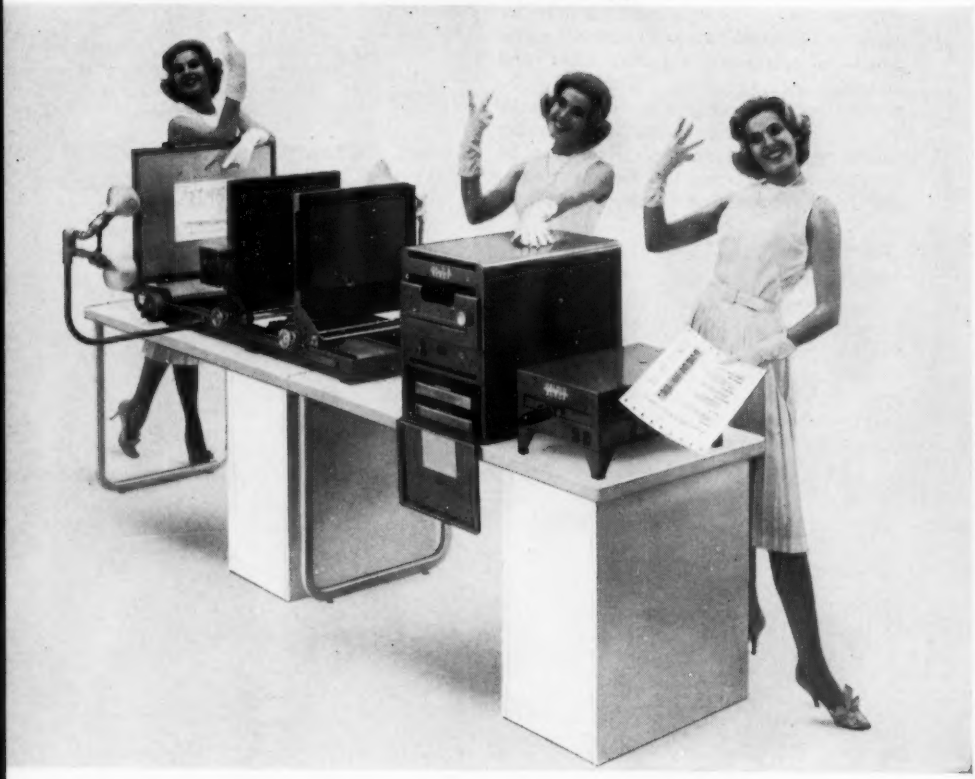
TAPE CASES

Data/Storage Inc., Box 815, Preakness Sta., Wayne, N. J., makes a low cost line of stacking cases for data processing tapes.



Each is of heavy gauge steel covered with baked vinyl Armorhide. Standard is two tone gray; also flame red, azure blue,

XEROGRAPHY in offset duplicating



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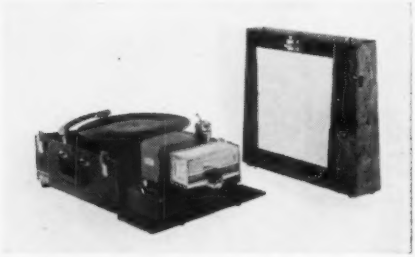
For More Information Circle No. 379

lemon yellow, royal blue. Cases are 30″ wide and house 18 tape reels. Data/Stor cases are as shown or with locking metal doors or dustproof stainless steel and Plexiglas locking doors. They may be stacked safely six high. A heavy gauge 4″ base is available to prevent splashing during washing or waxing. Reels can be removed and returned to cases with ease. **For More Information Circle No. 187.**

FILMSTRIP, SLIDE PROJECTOR

McClure Projectors, Inc., Dept N, 1122 Central Ave., Wilmette, Ill., unveils its Picturephone 400 that combines slide and filmstrip projection with sound. It is said to offer an advanced lens system for 50% more light; a quiet, heavy duty fan; 5″ speaker; and a precision motor for all three record speeds. For presentations to large



or small groups, it is simple to operate and projects a sharp picture on its own built-in or a conventional screen. Presentations are facilitated by automatic rewind, and unit is quickly changed from filmstrip to slides. Airequipt automatic changer holds 72 slides. Unit weighs 18½ lbs., is 15″ x 6½″ x 13″, and plugs into any AC outlet. **For More Information Circle No. 204.**

COPYING PAPER

Perry-Sherwood Corp., 255 Park Ave. S., New York 10, N. Y., introduces Per-Fax Thermographic Copying Paper for use on Thermo-Fax copying machines. It offers dark print against white, a heavy grade of rag bond paper, heat and light stability, and is said to be competitively priced packed 500 sheets to a flip-box. Copies made with this paper are run in the normal way at normal heat settings. Reportedly, it is possible to run as many as 50 copies at one time without changing the setting. **For More Information Circle No. 123.**

STAMP AFFIXER

Mailers Equipment Co., 38C West 15th St., New York 11, N. Y., is now making an improved Stamp Affixer that can be used by large and small businesses. It affixes actual stamps, to make envelopes look more personal, at a rate of 50 a minute. Mailers

Stamp Affixer loads coils of 500 stamps at a time, in any denomination including precancelled and airmail. Machine also may be used to affix stamp-size advertising labels or stickers. It can be stored in any office desk or file. **For More Information Circle No. 268.**

OFFSET PLATE CLEANER

Roll-O-Graphic Corp., 133 Prince St., New York 12, N. Y., distributes Skiptone impregnated PVA foam pads for removing fingerprints and background tones from direct image and xerographic masters. Simple and easy to use, the pads are said to eliminate up to 50% of remakes. They can be used time and again by remoistening. For samples, **Circle No. 206.**

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For More Information Circle No. 326

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For More Information Circle No. 313

CALCULATOR

Bohn Duplicator Co., 444 Park Ave. S., New York 16, N. Y., announces an improved model of the Bohn Contex Calculator on which division is more automatic than before. The Contex is a ten-key machine that adds, subtracts, multiplies and divides. It weighs 6 lbs,. costs $125. While it is manually operated, it has no handle. Its actuating bar, de-

pressed with the palm of the hand, operates like the motor bar on electric machines. This patented principle is said to enable the machine to attain speeds that equal those of electric machines. It has a capacity of ten digits entered, 11 total. Subtotals are shown at every step, and subtraction is direct. Overall size is 10″ x 7″ x 3½″, and machine can be carried in a briefcase. **For More Information Circle No. 109.**

REVERSE FILMSETTING

American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J., has developed a technique for centering letters and words on the ATF Typesetter. The technique is based on the ability of tape operated machines to reverse the sequence of instructions by turning over the perforated tape. Vertical Retnec (Retnec is "center" spelled backwards) can be used to set vertical headlines and titles faster than previous methods. Full-line Retnec, or centering, is frequently used for miniature paste-on address labels. Several columns of centered matter can be set simultaneously, rather than column-by-column by use of

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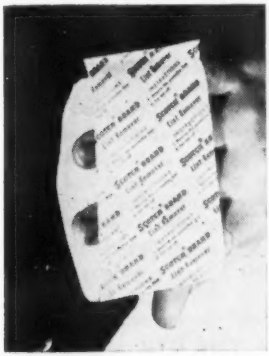
tabular stops on the keyboard of the ATF Typesetter. These resemble the tabular stops on typewriters and are quick and easy to set. Other forms of centering also have been developed to speed filmsetting on the ATF Typesetter and meet specialized requirements with a high production rate at a low cost. **For More Information Circle No. 122.**

LINT REMOVER

Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., has developed a product for the removal of lint from

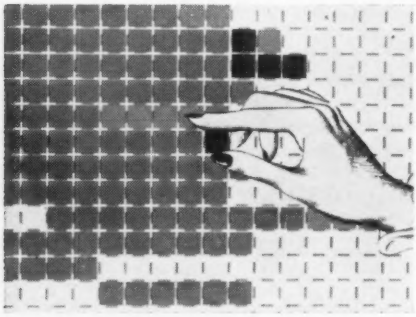


clothing, felt hats, furniture and suede. Called Scotch lint remover, it is sold in envelopes of six pads for 29c. Each pad is covered with a liner that is removed

when pad is to be used. Liner can be replaced and pad used repeatedly. Pad is 3″ wide and 4″ long and fits in purse or pocket. **For More Information Circle No. 202.**

CONTROL BOARD

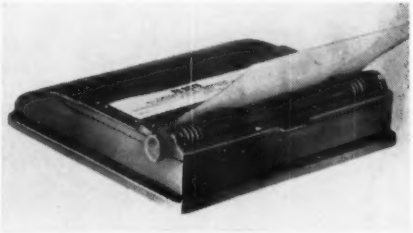
Graphdex Co., 377 Park Ave., S., New York 16, N.Y., introduces the Cardograph System to speed charting and provide immediate answers for forecasting and pre-planning. The system can keep all data up-to-the-minute and all the facts in view, no matter how rapidly and often conditions alter. The Cardogram, operative part of the system, is a simple device of incised card outlines in a backer card.



Once information has been typed, handwritten or stamped on the Cardogram within the impression, it is removed from its backer card and posted to the Graphdex panel. Any operation that can be reduced to ordered, planned steps can be effectively portrayed and easily administered by Graphdex slotted charts and signals available in three standard sizes which may be combined to form a charting surface extendable at will in any direction. The basic panel, 30″ x 15″, providing over 1700 signal positions, may be combined with either the 30″ x 3½″ or the 15″ x 3½″ index sections. Panels allow use of a wide range of signals. For descriptive literature, **Circle No. 151.**

STRIP-GLUING MACHINE

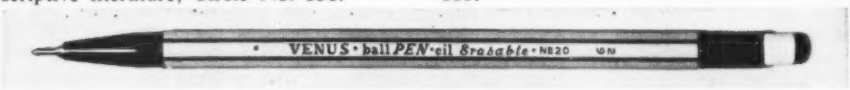
Glue-Fast Equipment Co., 9-S White St., New York 13, N. Y., has developed a machine for applying strips of glue to ungummed labels. Designed to apply any width strip of glue to any part of a label, card, form, etc., the Label-Edge-Strip-Gluer is ruggedly made of bronze and



aluminum. Gluer has two components: a reservoir for glue and a set of rollers to transfer glue to labels. Machine shown is adjusted to apply ¾″ strip to top and bottom of a label. Should the strip application be unnecessary, unit can be converted to a full label gluer by removing rollers and replacing them with a standard Glue-Fast application roller. **For More Information Circle No. 197.**

ERASABLE BALLPEN

Venus Pen & Pencil Corp., Lewisburg, Tenn., introduces its eraser-tipped Erasable Ball Pen-cil containing a pencil-black ink formulation designed to look and erase like lead. "It's a pencil that doesn't need sharpening," according to Venus. Packaged in handy dozen boxes, pre-priced at 29c each, and fair-traded where permitted, it has a pencil-balanced wooden barrel, cone-shaped extended point with chrome ball which writes smoothly at any angle, and generous ink supply for writing mileage. Also available are Erasable Ball Pen-cils with blue, green or red erasable ink. **For More Information Circle No. 113.**



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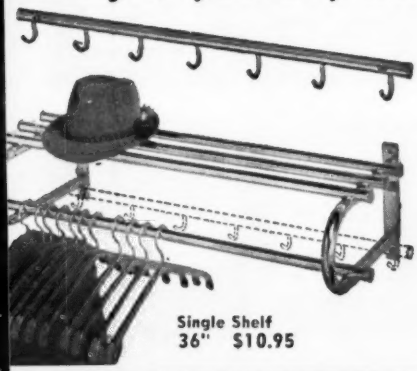

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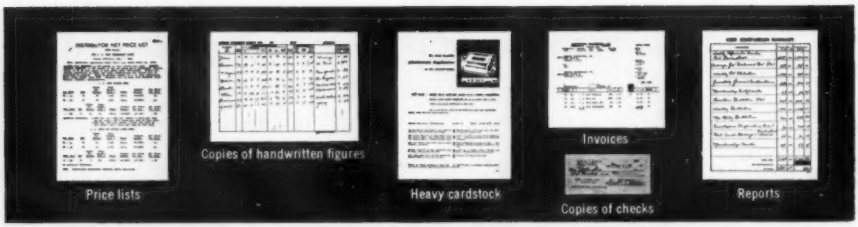
172	19.75	72"	272	32.95

Chrome Stand for Floor Model Costumers

For More Information Circle No. 237

BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois



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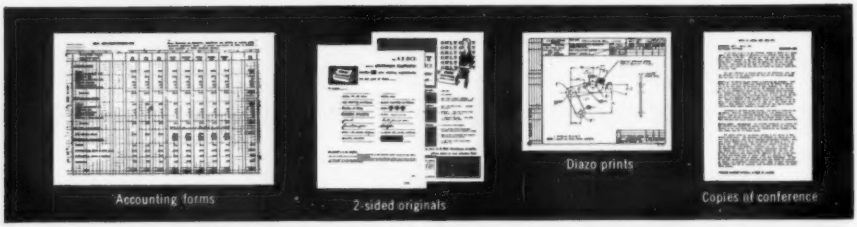

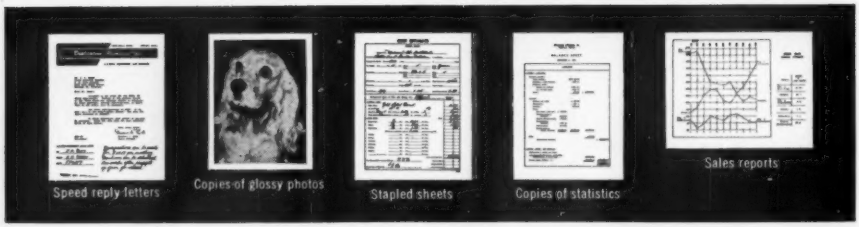

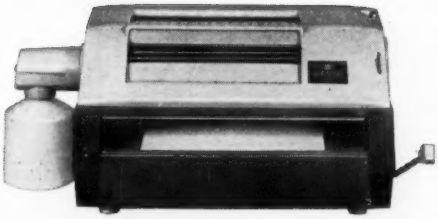

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For More Information Circle No. 302

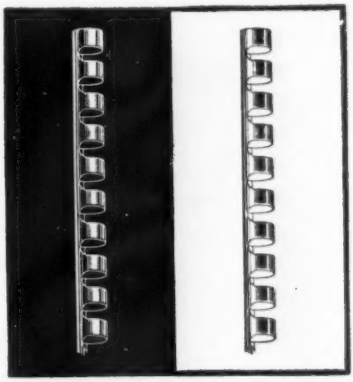
SEMIDRY DIAZO PAPERS

Ozalid Div., General Aniline & Film Corp., Johnson City, N. Y., introduces a full line of semidry diazo sensitized papers for both engineering drafting room use and office copying. They are interchangeable with present moist diazo materials. This Ozafax line includes: standard weight, 20½ lb., papers in four speeds;

lightweight, 17 lb., papers in four speeds; beater dyed papers in six colors and Super Rapid-X; an intermediate paper; developers; and corrector solutions. The papers are of the semidry developing alkaline type. Standard and lightweight white opaque papers in medium, fast and rapid speeds yield a clean white background on freshly made prints. Excellent retention of white background both in package storage and after processing is reported as well as highly uniform and stable black color under usual variations of processing. Super Rapid-X speed is available in standard, lightweight and beater dyed papers. High printing speed, excellent background and image density, superior shelf life is claimed. Beater-dyed Ozafax papers in 20½ lb. standard weights come in blue, green, pink, salmon, buff, yellow. Intermediate paper is single-coated, transparentized and sepia lined. Each Ozafax sensitized material is clearly identified with direction of feed for paper processing. Line color, coating, printing speed, base material and lot catalog number are marked on each package. Also available are black-line developer salts for non-pressure roll developing systems in pints, quarts, half-gallon and gallon packages; also for pressure roll developing systems in half-gallon and gallon sizes. **For More Information Circle No. 132.**

METALLIC PLASTIC BINDING

Plastic Binding Corp., 732 S. Sherman St., Chicago 5, Ill., offers gold and silver Plastico bindings, particularly suited to annual statements, awards, year books and anniversary booklets, presentation portfolios, brochures and other prestige uses. Bonded to the regular sturdy plastic, a sheet of tough, sparkling transparent



Mylar polyester plastic produces a tarnish-proof gleaming surface that is guaranteed not to dull with age. It withstands scuffing, handling and wear. The gold and silver cannot wear off, under the Mylar. The arch design feature of all Plastico bindings is also strengthened by the Mylar and is said to resist tearing even under extreme conditions. For complete information and price schedules, **Circle No. 108.**

OFFICE MACHINE PADS

Hennus Co., 43 West 16th St., New York 11, N. Y., manufacturer of office machine covers and pads, offers the Hennus Non-Slip Felt Pad, specially developed for office machines. Pad is slip proof, reduces noise, stays resilient, requires no bolts, insures proper alignment and has pinked edges. Pads 11″ x 13″ x ½″ for

typewriters are 79c; 10" x 17" x ½" for adders, $1.09; 14" x 16" x ½" for electric typewriters, $1.29. On 100 or more pads, 5% discount. **For More Information Circle No. 198.**

OFFSET PLATEMAKERS

NuArc Co., 4110 W. Grand Ave., Chicago 51, Ill., unveils four models of its Flip-Top platemakers with motor driven arc lamp mechanism for greater light intensity, constant light value and uniform coverage. This mechanism incorporates a magnetic amplifier that controls the feed of carbon automatically. It is preset at the factory and never needs adjustment

as it has no moving parts, tubes, points, etc. High power factor corrected transformers reduce power consumption. New models are designated with an M, and prices of new and old models are as follows: FT-52M (motor driven arc) $1395; FT-52 (standard) $1195; FT-40M (motor driven arc) $945; FT-40 (standard) $795; FT-32M (motor driven arc) $845; FT-32 (standard) $695; FT-62M (motor driven arc only) $1995. For descriptive literature, **Circle No. 172.**

SPOT CARBONIZING

Standard Printing & Publishing Co., 912 Fifth Ave., Huntington 14, W. Va., are spot carbonizing specialists. Their Carb-O-Spot process produces forms with wax base carbon in selected areas to permit making copies of certain data on one or more parts of a forms set while automatically omitting the data from other parts. Carb-O-Spot also saves clerical time because there are no separate sheets of carbon paper to insert or remove from the set. The carbonized area can be of any size, shape or readable color in any position on any part of a set. This company will produce the complete forms or do only the carbonizing. For a booklet describing Carb-O-Spot and its systems applications, with prices and instructions on how to order forms, **Circle No. 407.**

CARD FILES

Diebold, Inc., Canton 2, Ohio, unveils a line of expandable open reference and tub files in 38", 60" and 68" widths. Files have a center support system that permits economical installation of multiple units and addition of supplementary files to suit user. Units come in heights for

standing or seated reference, and accommodate a range of card sizes including tab horizontal or vertical, 5" x 3", 6" x 4", 8" x 5" and many other record sizes. They permit combined filing of different size records, keeping all at a convenient working level. As additional capacity is needed, it is necessary only to add components,

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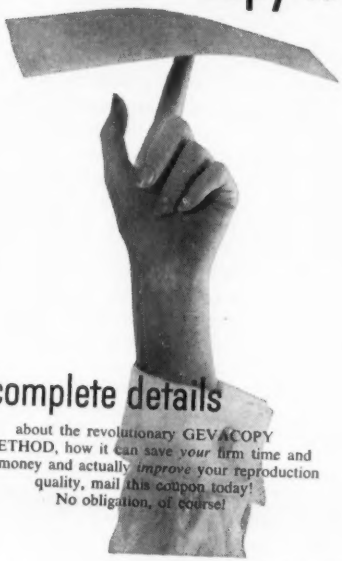

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For More Information Circle No. 297

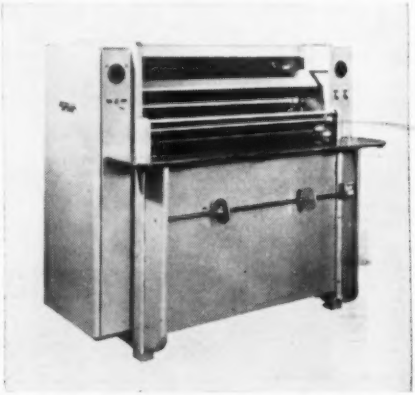
retaining same basic end panels. Construction involves an interlocking action between components for greater strength. Optional is a rolling work shelf, mounted on nylon wheels for free lateral movement, that stores between file cover when not in use. It is available in a variety of finishes, including stainless steel, laminated plastic and vinyl coated steel. In 8″ and 16″ widths, posting shelves are interchangeable on all files. A slide-out shelf can be mounted for convenient posting or reference, while an optional mobile tray carrier provides double level filing. Tray fits into channel, and carrier can be readily converted to work surface when desired. Also optional is a modesty panel for seated files to provide a finished appearance and shelter legs from drafts. A utility shelf mounts at back of file for extra work area and storage of forms and other materials. Diebold offers a choice of file trays, including trays for horizontal and vertical tab cards and a horizontal tab card tray with a V-action front and follower. V-action principle provides an automatic working "V" in the cards, yet adjusts for firm compression with a flip of the V-action plate. Welded steel trays permit full use of filing capacity without sag or twist and are self-stacking units for easy transport and storage. Flanged tops front and rear fit snugly into recessed grooves on bottom of stacked tray, while clearance between trays prevents mutilation of guides. **For More Information Circle No. 147.**

TWO-COLOR BALLPEN

All-Rite Pen, Inc., Hackensack, N. J., has developed a ballpen incorporating blue and red inks in one unit. Called Dual-Riter, it retails at 49c and its rounded shape facilitates rapid rotation between the fingers from one end to the other. Molded plastic barrel is two tone blue and red to match inks. A chrome-plated band separates the two halves. The two medium-line Micrographic points provide smooth writing. Inks are fast drying and long lasting. Packed one dozen per box. Can be imprinted with advertising or goodwill copy. **For More Information Circle No. 164.**

DIAZO MACHINES

Charles Bruning Co., Paragon-Revolute Div., Mount Prospect, Ill., makes the Revolute Meteor Models 40 and 60 compact diazotype reproduction machines that incorporate many features used in higher capacity whiteprinters. Both models can be operated at speeds up to 35 ft per minute and have a printing width of 42″.



Model 40 has a 2000 watt (40w/inch) lamp and Model 60 has a 3000 watt (60w/inch) lamp. A diaphragm pump provides ammonia in exactly the amount required to match machine speed. There's no need to change drip feed when machine speed is changed, nor manually pump ammonia from a bottle. Rugged cast aluminum frames assure the same rigidity as machine tool equipment. Jig-drilled holes provide accurate and permanent alignment of bearings and rollers. Prints are carried over the top of developer tank by three perforated, stainless steel rollers. Vapor rises between and through these rollers to

In the 7 MACKINAC Job-Ready Business Papers there is ONE BEST PAPER for your job, regardless of the equipment or process you use. MACKINAC papers are job-designed and especially finished to work fast and accurately on high speed printing and duplicating equipment. MACKINAC papers are precision cut at the mill to sizes 8½ x 11 and 8½ x 14. MACKINAC Vellum is made in White only. All other MACKINAC papers are available in brilliant White and six bright colors that match across the line.

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provide practically 100% contact between vapor and paper. Ammonia consumption is greatly reduced, prints do not stick in the developer. According to the manufacturer, the Revolute Meteor 40 and 60 are convenient for reproducing large size work. Copies can be exposed and developed simultaneously. Leading edge of a print can be fed into the developer section as soon as it emerges from exposing section. Model 60 is available with electronic drive providing quiet operation and ease of speed adjustments. All models have constant wattage control; operate on 220-240 volts, 60 cycle, single phase AC. **For More Information Circle No. 142.**

PHOTOCOPIER

Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill., offers the Model 15-C photocopier, described as a complete, compact photocopying department. It copies any document to 15″ wide by any length. Legal and letter size paper ejectors are conveniently located

atop the cabinet which affords convenient storage space for reproduction supplies, collator rack and additional work shelves. Unit uses Speed-O-Print's Redi-Pak cartridge method of handling developer fluid that involves no mixing, no mess. Price of the unit is $249. **For More Information Circle No. 160.**

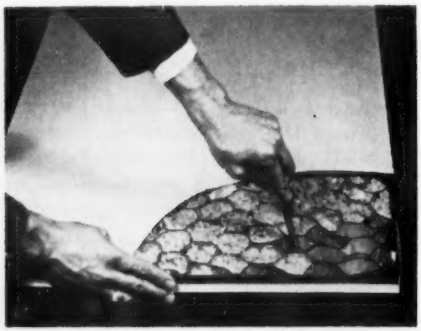
CARBON RIBBON ERASER

A. W. Faber-Castell Pencil Co., 41-47 Dickerson St., Newark 3, N. J., offers a wood-encased, pencil-shaped eraser with brush attached, designed specifically for

carbon ribbon erasing. Called the Eraser-Stik 7044B, it has red-colored erasive material, wood polished white with gold imprint, and is topped with a red brush. **For More Information Circle No. 194.**

ACOUSTICAL PANELS

Kemp Corp., Engineering Offices, 124 S. Woodward, Birmingham, Mich., introduces a metal acoustical ceiling panel that offers high efficiency, low cost and easy maintenance. Soundlock panels eliminate annoying room-to-room sound transmission, are said to cost less. These units reduce installation costs, permit flexible office layout and lighting, and last the life of a building with almost no maintenance.



Made of lightweight steel, panels contain vertical honeycomb cells filled with fibrous glass. Cells are adhered to a solid back surface and a perforated face surface. In effect, sound trapped by the panels is "sealed in steel." A textured flat baked-on white enamel affords better light reflection and easy cleaning. Standard panels are 2 ft. x 4 ft. x 1″ and special panels are available up to 2 ft. x 6 ft. x 1″. **For More Information Circle No. 190.**

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—**Kit Manufacturing Co., Inc.,** *Long Beach, Calif.*

"This year Americans will invest over a billion dollars in mobile homes. To keep astride with this giant market requires the most modern accounting techniques. That's why we have installed a National Accounting System," writes Arnold J. Romeyn, Secretary-Treasurer of Kit Manufacturing Co., Inc.

"We find the speed, accuracy, and efficiency of our National System frees departmental personnel for other important tasks. Even our most complex accounting demands are handled swiftly and precisely by Nationals. For example, our National Accounting System handles general ledger, payroll, accounts receivable, purchases, distribution, and a host of other record keeping requirements.

"To conclude, we feel that Nationals have certainly helped us maintain our position as the West's largest producer of mobile homes. Most important, our National Accounting System saves us $8600 annually . . . pays for itself every 10 months."

A J Romeyn

Secretary-Treasurer of Kit Manufacturing Co., Inc.

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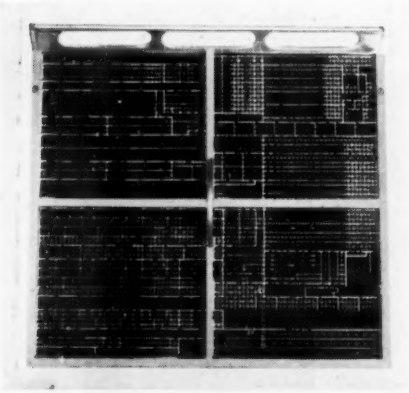
For More Information Circle No. 236

MACHINE CONTROL PANELS

Tabulating Accessories Exchange, Inc., 578 W. Grand Ave., Oakland 12, Calif., introduces its special Reminder-Read feature on Taeco Machine Control Panels.



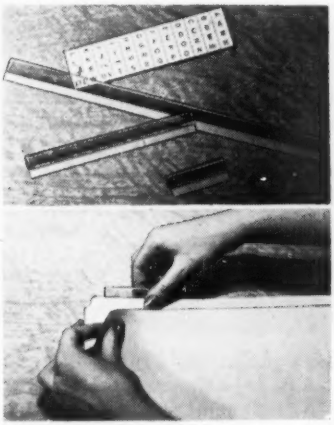
This identifies all optional equipment: eliminates errors and saves time. Taeco Panels, both manual and fixed, range in price from $15 to $72. For literature illustrating Taeco panels and wiring accessories, **Circle No. 120.**

VERTICAL CAMERA

Kenro Graphics, Inc., Cedar Knolls, N. J., announces a Vertical 18 process camera with a new vertical stationary lighting system for shorter and more even exposures, desirable in critical applications such as positive-to-positive work with the prismatic head. It also gives improved results on Ektalith and other matrix transfer platemaking methods. Lighting system utilizes four high intensity 500-watt GE Quartzline lamps which maintain constant brilliance throughout their long life. Each lamp in the four-corner lighting system is vertically mounted and needs no operator adjustment regardless of position of copyboard. ColorTran converter provides both normal and very high intensity lighting. The high intensity and color temperature results in shorter exposures and improved image detail. Otherwise, this Kenro Model V185 is identical to Kenro's V184 Vertical 18 camera which uses four 300-watt reflector floodlamps. Both models expose film sizes up to 14″ x 18″ with copyboard taking up to 18″ x 24″. They reduce to 1/3 and enlarge to 3x with standard lens. Model V185 with Quartzline lighting and ColorTran converter costs $1500 or $225 more than Model V184. **For More Information Circle No. 169.**

INDEX TABS

Ezyindex Products Corp., 153-13 Northern Blvd., Flushing 54, N.Y., offers transparent plastic Ezy Press On strip index tabs which adhere, without moistening, to any dry or non-greasy surface: paper,



board, plastics, file folders, cloth, acetate or Mylar sheet protectors. The durable index strips come in various lengths up to that necessary for full coverage of a legal size folder. Changeable inserts come in 16 colors for systems coding. **For More Information Circle No. 442.**

COLLECTION NOTICES

Business Stimulators, Inc., 2200 Block Robb St., Baltimore 18, Md., has developed the Collect-O-Check system as a collection device for past-due accounts. A courtesy notice, a past due notice, and a final notice comprise the series, each

stressing increasing urgency. There is also a stub to keep a running record of activity. Printed on Mead safety paper, the notices are said to be invariably opened and read since they resemble checks. Success of the system is indicated by 90% reorders from users. **For More Information Circle No. 185.**

DESK

Interstate Metal Products Co., Maso Products Div., 666 Lake Shore Drive, Chicago 11, Ill., offers a desk suitable for secretary, reception, sales, etc. It has the adaptability of modular furniture, being 18" x 42". Mar-proof, high-pressure,

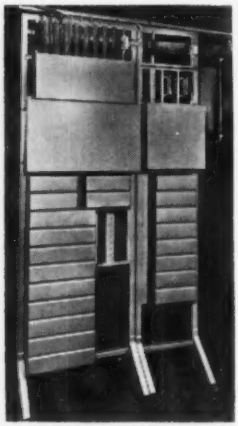
laminate plastic top is finished in grained teakwood or walnut, and is said to be stain, scratch and heat resistant. Unit has steel pedestal support, and two steel drawers finished in two-tone beige. Top drawer is 2½" deep. Lower drawer is fitted to hold either hanging or standard files. **For More Information Circle No. 110.**

PHOTOCOPIERS

Copymation, Inc., 5650 North Western Ave., Chicago 45, Ill., introduces three moderately priced Copymate office photocopy printers and a complete line of photocopy supplies. Initially, the Copymate units will include an economy 9" model priced at $99, two deluxe 9" and 14" models at $119.50 and $169.50 respectively. Copymation will supply a complete line of photocopy papers, film, accessories and chemicals through its national dealer organization. **For More Information Circle No. 133.**

INTERCOM SWITCHBOARD

Dictograph Products, Inc., 95-25 149th St., Jamaica 35, N. Y., has developed an automatic internal communications switchboard which can be expanded by plugging in additional assemblies as needed. Called



the Telematic, it can be assembled by plug-in relay sets and plug-in connecting cables to provide any number of stations up to 240 and as many as 32 links. The number of stations in any installation can be increased by about 20-25% by adding selective ring common talk stations. System comprises a basic 60-line, 8-link switchboard and power supply, extension frames and group selector frames. Cost ranges from $2500 for the basic board and power supply to $14,000 for a 240-station, 32-link installation. Switchboard is a complete self-contained unit, 89" high, 31" wide and 8" deep. Wall-mounted power supply is 20" x 13" x 9". Expansion frame is similar to the switchboard and connects to it by a plug-in cable. Its addition expands the basic board up to 100 lines and 12 links. Group selector frame also is similar and is used when expansion beyond 100 lines is de-

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For More Information Circle No. 319

sired. Switchboard is completely wired and equipped with necessary relays to provide a wide range of features including executive right-of-way, general and selective paging, conference line, group hunting, paging-answering line, and dial selector and control for central dictating machines. Each link has a trouble light to indicate when a link becomes inoperative and needs attention. There are provisions for connecting a visible or audible fuse alarm to notify operating personnel if a fuse opens. In first case, switchboard automatically by-passes inoperative link; in second, it automatically by-passes open circuits. **For More Information Circle No. 135.**

TRADING STAMP DISPENSER

Sweda Cash Register, Inc., 7313 N. Harlem Ave., Chicago 31, Ill., announces an automatic trading stamp dispensing attachment for the Monroe-Sweda cash register line. It has been widely field-tested for trading stamp applications and is said to have proved mechanically dependable. By automatically dispensing the correct number and denomination of stamps as a

sale is registered, the unit greatly reduces customer waiting and increases accuracy. Provision is made for giving no stamps and for double stamps. The dispenser

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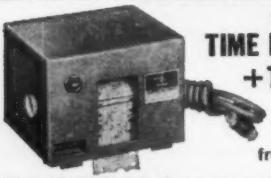

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The PERFEX SYSTEM consists of a set (form & ductor) of dampener rollers, complete cores with TRI-MOL molleton covers applied. When your covers need changing you simply throw away the complete roller & replace. Since it is a complete roller the PERFEX ROLLER need only be put into its proper position on the press and you are ready to run. No operating change is necessary from your present dampener system.

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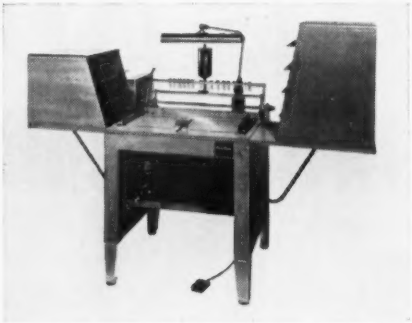
For More Information Circle No. 428

offers the same protection against stamp theft that the register gives in guarding money. **For More Information Circle No. 192.**

TIPPER-COLLATOR

Super Speed Printing Machinery, Inc., 742 S. Sherman St., Chicago 5, Ill., has improved the Super Speed Pacemaker Tipper-Collator so that it now has an output potential of over 3000 sheets an hour. This unit was made previously by Printing Specialties, Inc., Detroit. Hi-Lo control permits positive control of infinite variable speeds and saves minutes on every tipping job. The unit may be adjusted, by the turn of a dial, to match operator's ability.



Non-skid, rubber-surfaced, safety floor switch is waterproof and oilproof, as well as acid-resistant. One-quart glue reservoir is easily removed for cleaning. An all-brass, non-corrosive petcock assures control of glue at any position on the fountain. A needle bar offers infinite variety of needle combinations to spot glue from 1/32" to 26". The needle bar action dips the tipping needles into the glue fountain and accurately drops them into position. Removable collator cabinets are all-metal and designed for easy access. When these are removed from table position, an additional Formica-topped work area is provided. A work light is standard on all units. Flexible, fluorescent illumination puts the light where it is needed. Large work area accomodates forms up to 17½" x 25". Four sliding, movable guides assure alignment. The stock jogs automatically

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Send for catalog illustrations, specifications and photos of actual installations—tell us the possible use you have in mind and get specific recommendations. Stacking Chairs—Lounge Furniture—Tables and Chairs—Occasional Tables.

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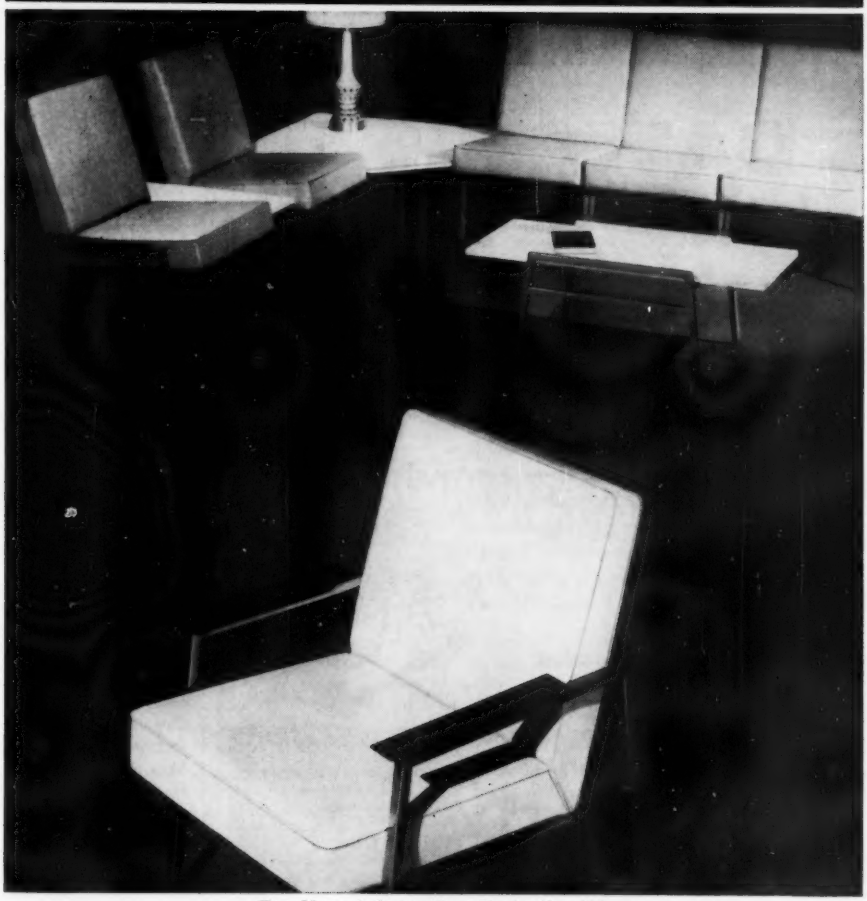
See Display—Room 639—Conrad Hilton, N.S.O.E.A. Convention, Chicago



For More Information Circle No. 392

as it is collated. Completed forms are removed by a finger's touch on the jogger release lever. An electric motor with gear motion designed for high torque output has self-lubricating bearings. Floor area, closed, is 32″ x 32″; open, 32″ x 74″. Table height, 30¼″; overall height, 54″. Floor weight, 240 lbs. Needle spacing, 3/16″; needle positions, 148. Glue length maximum, 26″; minimum, 1/32″. Motor, 110 volt, 60 cycle, single phase AC. Price is $895 f.o.b. Chicago. **For More Information Circle No. 126.**

DATERS

for SMALL and LARGE SPACES

FORCE Daters fit the space of all office forms. Model 400 is ideal for narrow spaces—inventory, ledger, sales cards etc. Date changes with stylus. Model 450 is all-purpose dater; month changes automatically after 31st day change. Bold day figures are easy to see.

Write for Catalog

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

For More Information Circle No. 427

MOUNTING ADHESIVE

Strauss Photo Technical Service, Inc., 930 F Street, N. W., Washington, D. C., offers Spray-Mount, an aerosol spray adhesive that remains transparent, flexible and waterproof indefinitely. Used for photographs, art reproductions or drawings, it will bond equally well to glass, paper, leather, wood or metal; is fine for montage work. Prints mounted this way are unaffected by heat or humidity, can be bent or flexed without separating from the mount. Quick and simple to use, you can merely spray the back of the material to be mounted, position it on the mount, cover it with a piece of clean paper, and apply a mounting or kitchen iron to the surface (a dry mounting press should be set at no higher than 220° F.). The moderate heat-setting of Spray-Mount renders it ideal for mounting color prints. Designed for economy and precision work, the Spray

FIFTY BILLION DOLLARS CAN'T BE WRONG!

Model 99
with AUTOFLOW
$199.00 (slightly
higher west of Rockies)

When giant American corporations, government agencies and educational institutions with their vast sources of supply buy copying equipment they choose the

NORD AUTOFLOW copying machine

PARTIAL LIST OF NORD USERS

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CENTRAL POWER & LIGHT
E. I. duPONT deNEMOURS
ENDICOTT JOHNSON
YALE UNIVERSITY
HARVARD UNIVERSITY
BENDIX AVIATION
CHESAPEAKE & POTOMAC TELEPHONE
CROCKER-ANGLO NATIONAL BANK
MARYLAND CASUALTY
FEDERAL PACIFIC ELECTRIC
DALE CARNEGIE PUBLISHERS
BAGDAD COPPER
KANSAS STATE BANK
SWETT & CRAWFORD
ATLANTIC COAST LINE RR
LYNN GAS & ELECTRIC
TENNESSEE STATE DEP'T OF HEALTH
ARIZONA STATE COMM. OF AGRICULTURE
LEHMAN BROTHERS
STANFORD UNIVERSITY
AMERICAN LIFE INSURANCE
FIDELITY & DEPOSIT OF MARYLAND
KANSAS STATE COLLEGE
N. Y. TELEPHONE
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NO CHEMICALS TO MIX • NO LIQUIDS TO HANDLE

NORD gives you DRY HANDLING and still copies all colors and all inks.

NORD Autoflow gives pin-point sharp reproduction every time. Every copy – the first or the thousandth – crisp clean, printed page sharp – from originals that are hand written, typed or printed, whether single pages or bound books . . . even photographs with tone and shade intact – on 15 different types of paper . . . including acetate.

For a color brochure mail the coupon to NORD Photocopy & Business Equipment Corporation
New Hyde Park, N. Y. Pioneer 6-4300

Name .....

Firm Name .....

Address .....

City..... State.....

For More Information Circle No. 280

PRESENTING

The NEWER and WHITER

TRIAD Bond

WATERMARKED NO.1

For Better Offset and Letterpress Reproduction

Here is a Bond that has 'eye appeal' as well as 'touch appeal'. Its brilliant whiteness gives flattering contrast to ink — offset, letterpress, or typewriting. Its full range of colors sets a new standard for purity of hue. *TRIAD* Bond is highly opaque and surface-sized for easy, clean running. Both pressman and office machine operator will appreciate *TRIAD'S* ready response and smooth running.

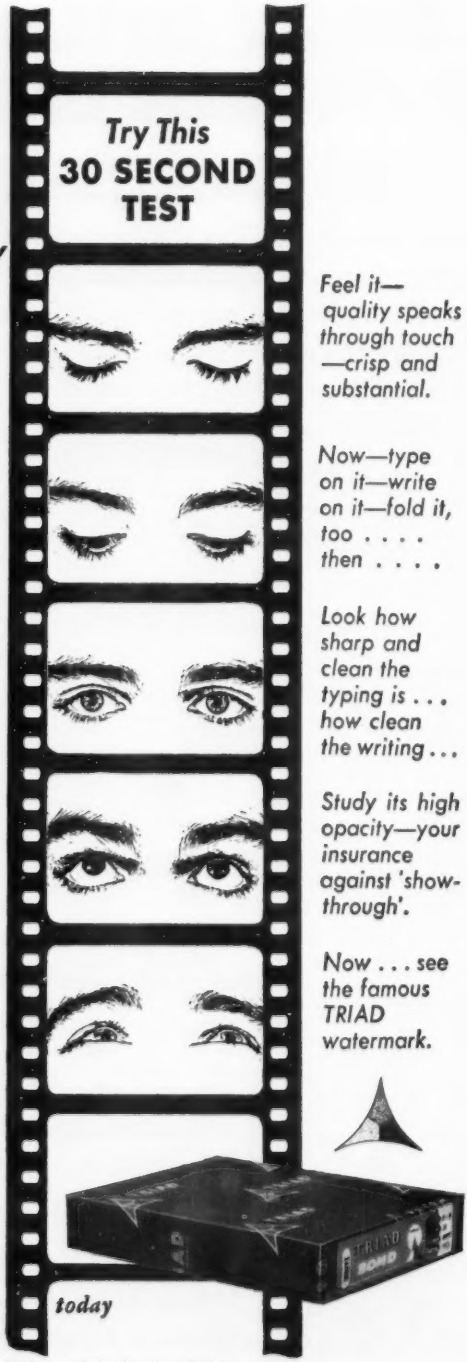
Precision Cut at the Mill

MOISTURE-PROOF WRAPPED

We invite you to make the '30-SECOND TEST' for yourself. A note from you will bring you a free packet (plus mimeo and duplicator, as well, if you wish).

GROVETON
Papers Company
GROVETON
NEW HAMPSHIRE

Send for your Free Trial Packet, today



Feel it— quality speaks through touch —crisp and substantial.

Now—type on it—write on it—fold it, too . . . . then . . . .

Look how sharp and clean the typing is . . . how clean the writing . . .

Study its high opacity—your insurance against 'show-through'.

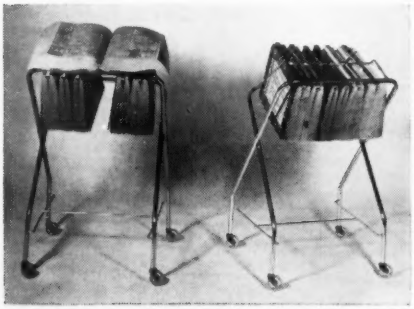
Now . . . see the famous TRIAD watermark.

For More Information Circle No. 305

Mount dispenser delivers a concentrated locus of adhesive, not a wasteful mist. An 8 oz. can retails for $1.59. **For More Information Circle No. 115.**

TELEPHONE BOOK STAND

W. P. Boatright & Associates, 5924 N. Temple City Blvd., Temple City, Calif., offers the TBS telephone book stand which holds six or more large books with 14" of storage space overall. Any book can



be referred to without removal from the stand. Books are kept neatly, clean and are always available wherever needed since stand moves anywhere. Finished in choice of chrome, copper or brass. **For More Information Circle No. 210.**

TWO-WAY INTERCOM

Scribe Distributors Co., 6949 W. North Ave., Oak Park, Ill., introduces a two-party Private Wire intercom at $39.95

list. Self-contained in two conventional size telephone handsets, it makes possible personal conversations over distances without

What PROGRAM-MATIC Automation does for your offset duplicator

The new ATF Program-Matic Control System

- simplifies duplicator operation
- cuts paper waste and press time
- permits operator to handle more than one machine at a time
- stops your duplicator automatically at end of run
- lets you stop any time...and resume without losing count

(Models of the ATF Program-Matic Control System are available for Multilith 1250 and Whitin Masterlith, as well as the ATF Chief 15 illustrated.)

American Type Founders

200 Elmora Ave., Dept. O, Elizabeth, N. J.

Please send descriptive literature on ATF Program-Matic

for ..... duplicator.
(make)

NAME ..... TITLE .....

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STREET & NO. .....

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For More Information Circle No. 426

a 29¢ Ball Pen That Wrote Steadily for over 6 MILES

(32,222 FEET)

...without smudging! smearing! blotting, clogging!*

*From the findings of the New York Testing Laboratories

Yes! Here's the pen you've been reading about . . . the most economical all-around ball pen you can buy—with the highest quality ink cartridge...the exciting new GENERAL SEMI-HEX BALL PEN that *proved by test* that it *outwrites, outperforms* ball pens costing *10 times the price!* AND—it's available with an eraser—at no extra cost!

How Much Would It Save Your Company? TRY IT 10 DAYS FREE—AND SEE!

The new General SEMI-HEX BALL PEN feels light, slim, comfortable—like a pencil —yet writes with the smooth, brilliant, line of the most expensive pens!

Extra-long barrel makes writing easier, helps prevent stiff fingers and writer's cramp! Long-lasting, replaceable cartridges of *Banker's Approved* ink in non-smear, non-transferable Green, Red, Blue, Reproducing Black ink. Now's the time to cut office expenses as you build office efficiency!

See Your General Dealer now and ask to see General's new SEMI-HEX Ball Pen or write us today on your letterhead for free samples!

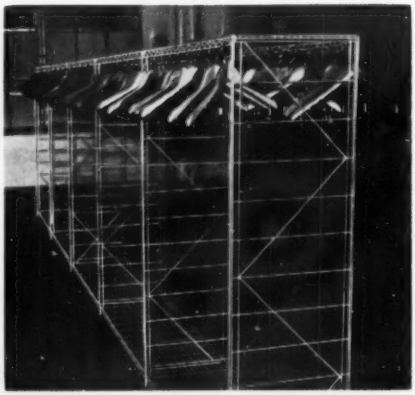
GENERAL PENCIL COMPANY
69 FLEET STREET, JERSEY CITY 6, N. J.

For More Information Circle No. 425

any other facilities. Unit is said to transmit a clear signal and sensitive voice amplification. Elimination of a buzzer vibrator minimizes mechanical trouble. A set consists of a pair of high-impact plastic handsets containing receivers and transmitters and 100 ft. of wire. Two pen-like batteries in each handset supply power for six months. Two wires, without polarity, are easy to install. Ordinary wire can be added for distance desired. **For More Information Circle No. 154.**

COAT RACK

Metropolitan Wire Goods Corp., N. Washington St. & George Ave., Wilkes-Barre, Pa., introduced the Erecta-Shelf, a steel rod coat rack that dismantles quickly



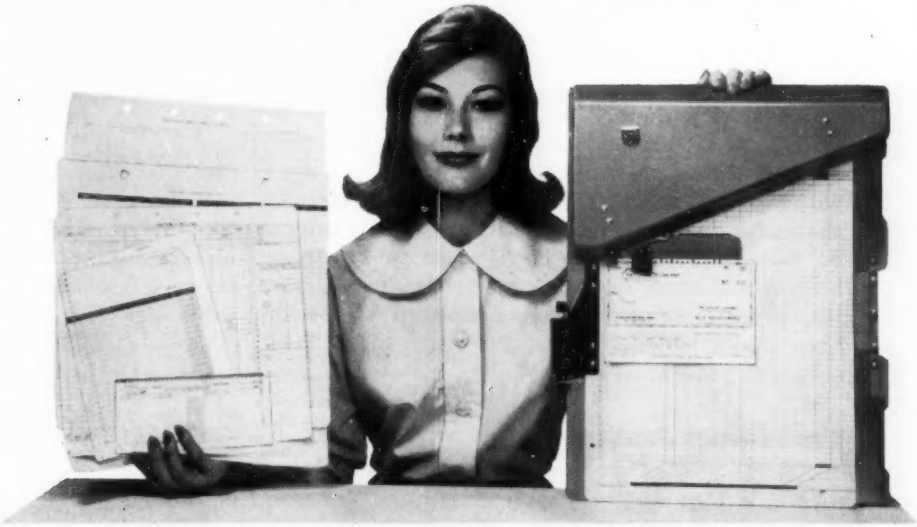
and easily for compact storage. It is 5 ft. high and has 18" shelves, top and bottom. With addition of extra shelves unit doubles as a shelf storage fixture. Units may be placed end-to-end or back-to-back. **For More Information Circle No. 184.**

TRANSFER NEGATIVE

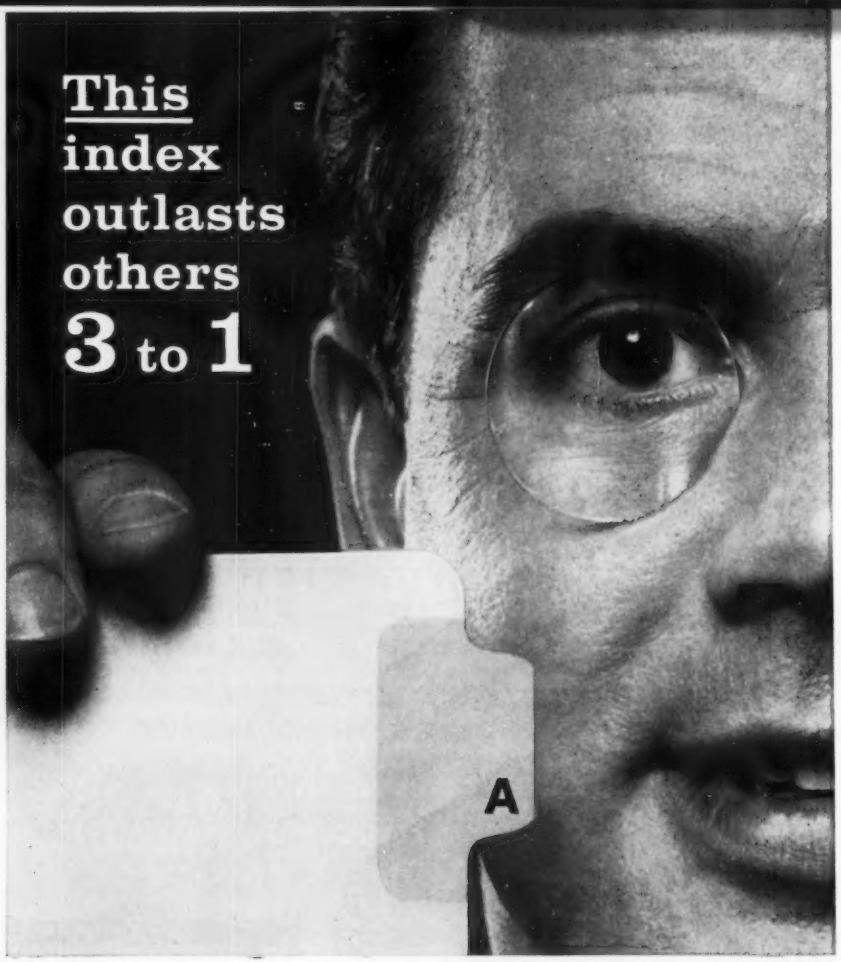
Ampto, Inc., Newton, N. J., offers a diffusion transfer negative, combining office copying techniques with the photographic, engineering reproduction and graphic arts fields. Called Ampto Projection Transfer Negative, this is a diffusion transfer negative of camera speed, designed to eliminate costly, time-consum-

Accounting News from Royal McBee

From Royal McBee, leaders in the field of data processing, comes an accounting tool especially designed for the small and medium-sized business—as well as for decentralized offices of larger corporations. This is THE ROYAL McBEE GENERAL RECORDS POSTER. Most versatile, because it brings the benefits of mechanization to all your accounting—payables, receivables, payroll, general ledger—without specialized personnel. Most efficient, because it eliminates repetitive writing, slashes paper-handling costs by as much as 60%. Most flexible, because it's completely adaptable to current methods, varying work loads. Most economical, because its low cost is well within your company's means. Forms are immediately available from stock—or can be custom-made to your requirements. Your nearby Royal McBee Data Processing Systems Representative has had a wealth of experience in solving accounting problems. Call him, or write Royal McBee Corporation, Data Processing Division, Port Chester, N. Y. for your complimentary copy of our illustrated brochure Number S-533.

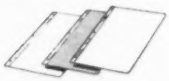


For More Information Circle No. 288



Aico Indexes are reinforced on the binding edge with Mylar, Dupont's new polyester film. So strong that index dividers can't be pulled through at holes. So thin that your ring books, post and ledger binders, and memo books can hold more sheets than with other types of reinforced indexes. In all stock sizes, and a complete selection of tab styles and colors, **at your stationers.**

Index Tabbing—Six-inch strip style or individual shield tabs.



"Rip-Proof" Sheets—Edge-reinforced with Mylar —in bond, mimeo and duplicator finishes.

AICO

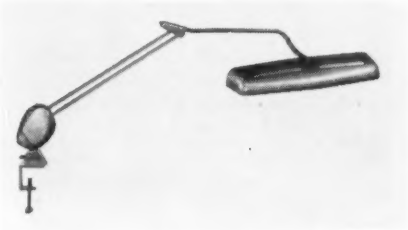
G. J. AIGNER COMPANY
426 S. Clinton Street • Chicago 7, Ill.
World's leading manufacturer of indexing products

For More Information Circle No. 32+

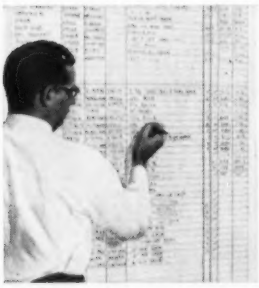
ing three-tray development. It can be processed in a single solution in any standard diffusion transfer processor. Copies can be made same-size, reduced or enlarged. An exposed negative may be used to transfer to photocopy papers or films, or directly to diffusion transfer offset plates. In transferring to positive photocopy films, for example, operator can quickly make film copies of drawings or artwork, intermediates for whiteprint or silk screen reproduction, or overhead projection prints. Or, by processing the camera-exposed negative with positive photocopy paper, copies of drawings, graphs, blueprints, artwork and similar originals can be made. Negative also may be used in offset printing to save materials cost and processing, opaquing and stripping time in preparing plates. Paste-ups of halftones, line drawings, typed or printed text can be transferred directly from negative to a diffusion transfer offset plate. Negative is coated on two base stocks: waterproof (Type 111) for use with films and transfer offset plates, and 92 gram regular paper base (Type 101) for use with standard, colored, card, duplex and non-waterproof transparent positive papers. **For More Information Circle No. 149.**

FLUORESCENT LIGHT

Fostoria Corp., 1200 N. Main St., Dept. 64, Fostoria, Ohio, announces a balanced, friction free floating fluorescent light that adjusts smoothly and quickly at the touch



of a finger. This Faries light is ideal for drafting boards or wherever glare-free adjustable lighting is desired. It positions instantly and stays put without loosening



Grease pencil note on extruded clear plastic Memo Strips*

UNIQUE VISUAL CONTROL

MEMO FLEX* is a new visual control and scheduling board that is easy to use, flexible and low in cost.

Tells you at at glance where things stand, where trouble may be developing. A visual picture of concise details, a constant spur to action. Easily kept active and accurate, it saves time and trouble wherever simple, effective visual control is needed.

Every unit comes complete with all the elements for the user to create his own custom layout. Only $39.50 F.O.B. Dayton.

Memo Flex* DIVISION

515 Bannock Street, Dayton 4, Ohio

National Distributor QuesTronics Division, Chicago 6, Ill.

*TRADE MARKS OF THE GARRISON MACHINE WORKS, INC., PAT'D. PEND.

Desired columns laid out using adhesive striping tape.

Column title headings made up using adhesive letters.

Memo Strips* slide up and down, snap in and out for easy arrangement.

For More Information Circle No. 424

NEW Paper Welder

Fastens Paper Using Nothing But the Paper Itself!

- No Refills
- No Clogged Machines
- No Staples to Remove
- No Bulky Files
- Paper Easily Unlocked, No Tearing
- Welded Papers Lay Flat

It Costs Nothing To Press The Handle

A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

PAPER WELDER, INC. Medina, N. Y.

For More Information Circle No. 422

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choice of colors for:

DISPLAYS
CONTROL BOARDS
MARKET MAPS
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Write for FREE folder, samples

THE *Lumi-plug* COMPANY
15 W. 44th Street, New York 36, N.Y.

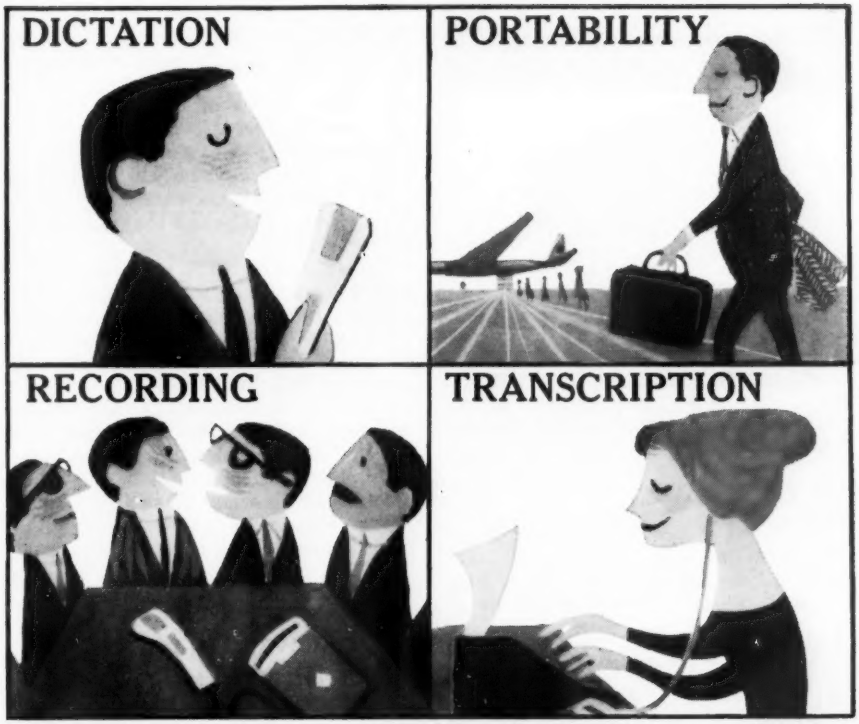
For More Information Circle No. 423

or tightening any connection. Arm and shade both rotate 360° without twisting cord. Louvered shade provides ventilation and soft diffused upward lighting to avoid eyestrain when eyes are turned away from illuminated working area. Dirt and dust are vented upwards through louvered shade, increasing fluorescent tube efficiency up to 30%. Since no white metal or easily broken castings are used, unit is extremely rugged. Fixture can be mounted on any vertical, horizontal or sloping surface by a universal mounting clamp and leveling thumb screw. An accessory bracket adapts the universal base for wall or drafting board mounting. The lamp takes two T8 15 watt 18" fluorescent tubes (not included) and comes in bronze or gray, for either regular or 95% power factor. **For More Information Circle No. 143.**

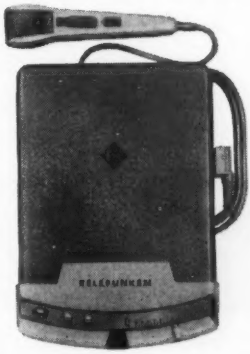
DRAFTING TABLES

Stacor Equipment Co., 333 Emmet St., Newark 5, N.J., announces that four-post hardwood drafting tables with steel drawers that won't stick, warp or swell, and hardwood pedestal drawing tables

with a positive lock tilt to prevent board slippage, comprise its Woodmaster line. A total of 11 models is offered. Bases combine selected hardwoods finished in dark oak, with steel reinforcement for years of service. Solid basswood drawing board tops are kiln-dried, smoothly finished, sealed and lacquered. Zinc plated steel



All yours in one handsome, compact unit... the economical, new self-powered Telefunken "600" Portable Dictating Machine! Use it anywhere... anytime. Carries its own built-in, lifetime battery... complete with battery recharger. A single microphone button controls every action... dictate, backspace, playback, stop. Lightweight, easy-to-mail magnetic disc can be used over 10,000 times. Precision-built for quality, value and dependability by the world-famous Telefunken Corporation. Test one soon!



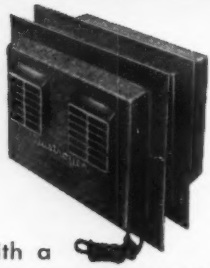
TELEFUNKEN

"600" Portable Dictating Machine

For further information write: INTER-CONTINENTAL TRADING CORPORATION, 90 West St., New York 6, N. Y.

For More Information Circle No. 333

PRESSURIZE your darkroom



. . . with a

MILLER-TROJAN "DUSTROYER"

Keeps your darkroom absolutely free of dust by filtering out all impurities from incoming air—and by pressurizing room so dust will not enter when door is opened. Louvered grids let you direct air up, down, right or left. Delivers 275 C.F.M.—cools room and expels all odors. Costs little to operate, can be installed anywhere.

ONLY $85.50

Write today for free literature

MILLER-TROJAN CO., INC., Troy, Ohio

For More Information Circle No. 420

Mail Cart! MODEL LS-2

Put efficiency in your mail operation! This double-deck polished aluminum mail cart by Chesley lets your mail department categorize incoming mail for quick, error-free delivery. Lower basket for out-going mail. Both baskets are removable.

BASKET SIZE—(Upper) 17½x25x11; (Lower) 17½x25x8. FRAME—High Polished Aluminum • BASKETS REMOVABLE SHIPPING WEIGHT—33 lbs. • PRICE—$47.50 • TERMS 1% 10 days, net 30 days • F.O.B. Detroit.

File folders to fit guide bars — $.24 ea.

Write for free brochure — or, better still — order today!

Chesley Industries, Inc.

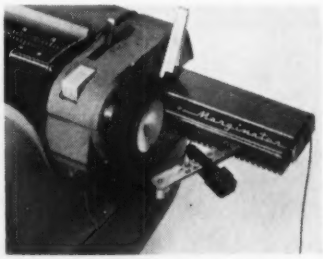
24777 Telegraph Road, Detroit 41, Mich.

For More Information Circle No. 421

end cleats protect board ends and allow for expansion and contraction. Nylon glides assure smooth, quiet operation of the steel drawers of the four-post drafting tables. Fronts of the wide reference and tool drawers are finished to match the frame. The five models in this line have a three-receptacle electrical outlet (with cord) mounted in the frame for lamp, eraser and pencil sharpener; interlocking steel hinge for easy removal of table top; lock and two keys for drawers; and optional auxiliary cabinet with supply and file drawers. Board sizes range from 37½" x 48" to 43½" x 84". Positive lock tilt on pedestal tables keeps board tops steady under pressure, and eliminates need for constant adjustment. The six pedestal models also feature a spring-loaded control for easy board setting at any angle and easy changing; simple height adjustment; steel bracing clamps and angle braces for rigidity and balanced adjustment. Board sizes range from 31" x 42" to 43½" x 84". **For catalog and prices, Circle No. 145.**

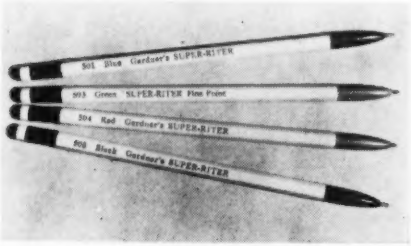
TYPEWRITER JUSTIFIER

Marginator Co., 1121 W. Magnolia Ave., Burbank, Calif., provides an economical method of typewriter composition that looks typeset. Its Marginator increases the versatility of typewriters. Anything now set in type can be well reproduced on an office typewriter and justified so as to simulate regular type-set printing. Marginator is said to offer a better way of preparing any material—news releases, brochures, bulletins, etc.—for offset reproduction. For illustrated literature, **Circle No. 417.**



BALL PENS

Gardner Stamp Co., 166 S. Washington St., Wilkes-Barre, Pa., introduces Super-Riter desk pens for work flow jobs in systems and methods where a steady, fine,



even line is important. Pens have a Superthin ballpoint with 5¼″ all-brass cartridge of pretested Formulabs ink. Available in jet black, red, blue and green. Inks tested and found satisfactory after two years' shelf storage. Claimed to be unaffected by exposure to temperatures from 140° F. to 40° below zero. Shipped prepaid anywhere in U.S. with ten day money back guarantee, 39c each. **For More Information Circle No. 207.**

OFFSET PLATEMAKERS

Photorapid Corp., 142 Oregon St., El Segundo, Calif., announces 1961 models of the Pioneer II and Pioneer III platemakers. Both units have a completely new vacuum system and a new type tray. Both now offer one-switch operation on a single lever control that operates vacuum motor and drive motor. Pioneer II has a 14″ x 17″ printer surface, while the III will take copy to 14″ x 24″. Both are excellent for Camera-Speed Magi-Plates as well

THE

ROL-RACK

FIVE FEET OF SHELF SPACE
Used By Thousands of Industries, Schools, Libraries, etc. U. S. Govt.

STURDY & DURABLE

Choice selected 1¼″ hardwood. Sloping shelves angled for title reading, doweled and bolted to assure durability. Side-riveted swivel casters by Bassick with resilient rubber tires. Rolls smoothly with a full load.

Walnut Finish or Natural Wood Finish

32″ long, 13″ deep, 31″ high.
14″ between shelves

ATTENTION

It's here—a mobile office unit—New, Functional.
o o o It rolls o o o

$49.50

F.O.B. Factory
Stamford, N. Y.
Weight 49 Lbs.

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Grolier Building
575 Lexington Ave., New York 22, N. Y.

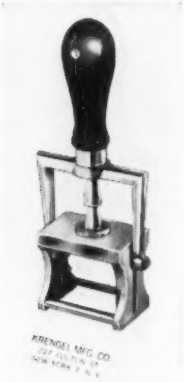
A Subsidiary of The Grolier Society, Inc. Publishers of The Book of Knowledge and Encyclopedia Americana.

For More Information Circle No. 419

as the size-to-size Magi-Plate by Gevaert. Both make press-ready offset plates in 60 seconds at 39c per plate. Runs of 40,000 and more are possible with original quality, and plates can be safely filed for reruns. **For More Information Circle No. 189.**

SELF-INKING STAMPS

Krengel Mfg. Co., 227 Fulton St., New York 7, N. Y., announces a line of imported self-inking stamps. They contain



no small, breakable parts; and offer a lock position to prevent the marking die from resting on the pad. Solidly constructed, these units require no oiling. Available

IF OFFICE GIRLS HAD EIGHT ARMS

They'd Be As Fast and Versatile

AS THE NEW

ONLY

$4.50

AT YOUR FAVORITE STATIONERY STORE

Fast and versatile, the new Amfile® Sort-All lets you sort anything for Filing—Posting—Mailing—Distributing, etc. Sorts alphabetically from A-Z—by Month, Day or Date or any combination. Numerically by 5's or 100's and singles. Sturdy pressboard with plastic tabs—assures long life.

DON'T BE "OUT OF SORTS" — SORT YOUR PAPERS THIS EASY WAY!

Amfile EST. 1868

AMBERG FILE & INDEX COMPANY

KANKAKEE, ILLINOIS

For More Information Circle No. 418

New MASO BOOKCASES

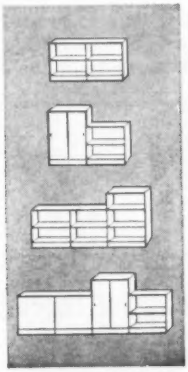
LOW-COST

SMART • STURDY • VERSATILE

42" MODEL

MASO new bookcases, with decorative design and beautiful finish, have a wide variety of uses. Attractive as corner or wall bookcases — individually or grouped; island dividers; counters. Provide working, shelf or counter area; office or stock room storage.

Group arrangement of 29" and 42" Units



OUR 27th YEAR

Choice of finish to blend with modern office or store furnishings: Desert Tan, Mist Green, or Gray. Adjustable shelves. Open, or choice of two types of sliding doors—steel or glass. Finish is baked-on-enamel. All models in 12" or 18" depths. Readily convert to door or basic unit style.

MASO

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(Office Equipment Division)
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Please send your FREE CATALOG giving complete information on new MASO bookcases and supply units.

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Title.....

Company.....

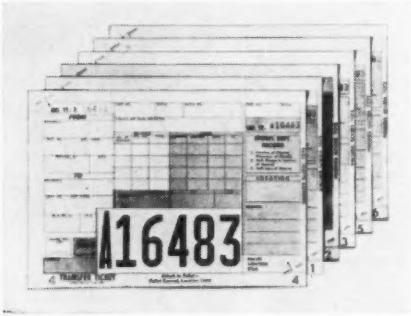
Address..... (City) (Zone) (State)

For More Information Circle No. 251

with the following printing surfaces in any copy, trademark or design: 2" x ⅝", 2¼" x ⅞", 1¾" x 1" and 2½" x 2". For literature and prices, **Circle No. 155.**

FORMS

Consolidated Business Systems, Inc., Dept. P, 30 Vesey St., New York 7, N. Y., announces business forms on which con-



trol data is printed in giant type. They can be adapted to any system where data recognition is important and are custom printed in 1" and 1½" high numbers. These Texas and Alaska numbers are useful for ready recognition in applications such as inventorying and warehousing. Numbers can be printed in fluorescent inks and in any color. **For More Information Circle No. 162.**

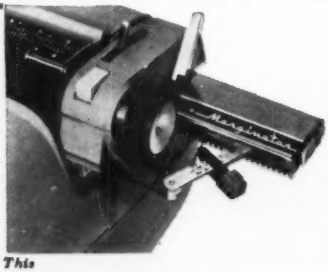
TAPE ADHESIVE

Kleen-Stik Products, Inc., 7300 W. Wilson Ave., Chicago 31, Ill., introduces a strong, versatile two-sided adhesive in tape form which bonds instantly without moistening or gluing. It is pressure-sensitive and carried on a paper strip ½" wide by 36 yds. (other widths available) in a roll dispenser. Adhesive is tacky on two sides and each may be used at a different time. It may be applied to any surface and the carrier paper may or may not be removed, as user wishes. If paper is removed, second adhesive side is exposed. Applied now and used later, cost and time savings can be effected by having clerks do the affixing in slack periods. Paperwork then can be inserted into office machines without

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL link for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Your "copy" Now Looks Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Write for Free Illustrated Folder

MARGINATOR COMPANY, 1121 W. Magnolia Ave., Burbank, Calif.

For More Information Circle No. 417

Like Standing on a Cloud

HYGIENIC
Foot Comfort
MATS and RUNNERS

Fatigue caused by standing on hard floors is eliminated when Hygienic Foot Comfort Mats are used. They offer restful, relaxing support to those who must work standing — quickly pay for themselves with increased efficiency. Available in 8 decorator colors with all edges beveled for safety and appearance.

HERE'S THE SECRET . . .
A beautiful rubber tile flooring bonded to a sponge rubber base provides proper support without being "mushy."

See your OFFICE SUPPLY DEALER
or write to: Flooring Division, Dept. E

THE HYGIENIC DENTAL MANUFACTURING CO.
AKRON 10, OHIO, U.S.A.

For More Information Circle No. 283

NO SHELVING NEEDED!
STAXONSTEEL employs an engineering principle to combine the strength of steel with the economy of corrugated board. The steel supporting frame gives the drawer equal support front, back and sides. For long term economy there is no better record storage drawer than STAXONSTEEL. Five standard stock sizes available.

Send for FREE "Manual of Record Storage Practice" telling you how long to retain or destroy business records PLUS our complete catalog of Special Record Storage Filing Equipment.

BANKERS BOX PRODUCTS

BANKERS BOX COMPANY
Record Storage Specialists Since 1918
2607 N. 25th Avenue, Franklin Park, Ill.
Dept. OF-9

Please send, without obligation, my FREE manual of Record Storage Practice PLUS new, complete product catalog.

Your Name_____
(Please Print Plainly)

Company_____
(Please Print Plainly

Address_____

Postoffice_____ State_____

For More Information Circle No. 412

delays. Adhesive is not moist, does not warp papers, and will not gum up office equipment. Applications include mounting notices to bulletin boards; mounting

signs or nameplates; affixing additions to letters or forms, etc. Available in three widths: ½", ¾" and 1". Adhesive is slightly narrower than the carrier paper

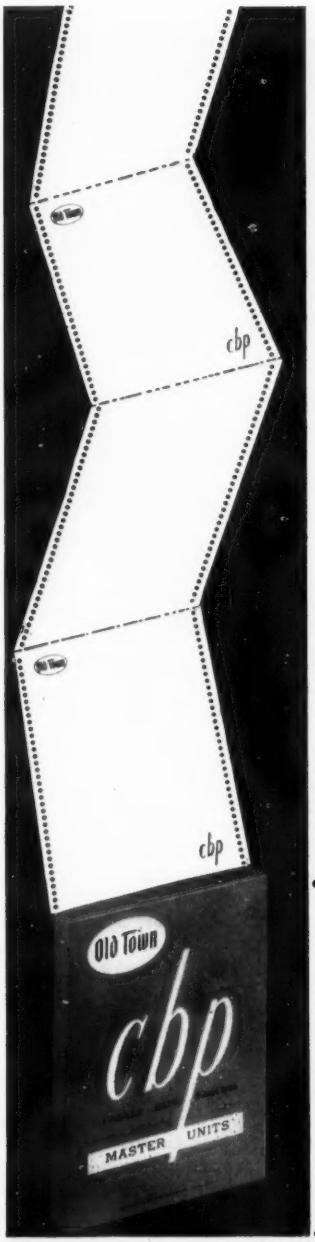
270 forms of KRAFTBILT analysis pads and accountant's work papers are printed on eye-appeal paper; copyable on all machines; priced low. But YOU be the judge. Write for a FREE pad and check it yourself.

FREE **1 PAD** YOUR CHOICE

8½ x 11 or 8½ x 14 — 1 to 8 columns on white, green or ivory. NO OBLIGATION.

ROSS-MARTIN COMPANY
Dept. CP-3-A P. O. Box 800
TULSA 1, OKLAHOMA

For More Information Circle No. 413



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COBALT BLUE PROCESS

UNIVERSAL CARBON DUPLICATING PAPER!

VERSATILITY UNLIMITED!

Does not require special machines, papers or processes to achieve excellent results.

Ideal for continuous forms, teletypewriters, high speed printers, snap out forms, etc. Works where ordinary spirit duplicating carbons fail! Wherever typing stroke is critical you can rely on CBP.

CLEANLINESS UNSURPASSED!

Does not bleed or stain. Has longer shelf life. You can buy more hence you save more. Reduces printing costs to a minimum! It's clean to handle!

Old Town CORPORATION

750 Pacific Street, Brooklyn 38, N. Y.

Tell us your duplicating application and we will send FREE samples of CBP.

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CITY_____ STATE_____

For More Information Circle No. 282

Tele-Rest

the ORIGINAL

telephone shoulder cradle

Retains leadership in its field.

Frees both hands while phoning

Adjustable for left or right shoulder use.

Made of durable Tenite plastic.

Fits ALL handset receivers in the U.S.A.

A natural rubber cushion provides no-slip comfort.

Available in black and colors.

At your stationers, or write

H. H. RENNEKER CO., INC.

P. O. Box 9235

San Diego 9, California

For More Information Circle No. 415

to provide an ungummed margin along complete length of roll. Instructions are printed on dispenser package and on carrier paper. **For More Information Circle No. 195.**

VERTICAL CAMERA

Robertson Photo-Mechanix, Inc., 7440 W. Lawrence Ave., Chicago 31, Ill., offers an improved version of its Meteorite vertical camera, the MK-1A. Changes include a restyled top eliminating sharp corners and restyling of legs and lamp

housings. Overall height of the unit has been reduced by 1", making it easier for operator to view image and operate camera. Cameras are finished in two-tone gray in high silicon scruff and acid resistant paint, baked on for durability. They are Underwriters' Laboratory approved. **For More Information Circle No. 196.**

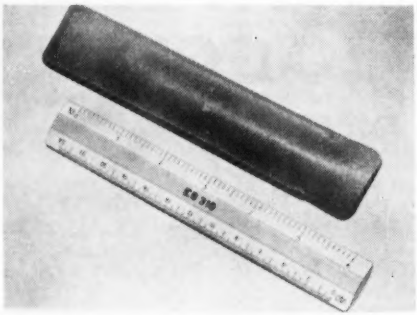
CARBON PAPER

Kee Lox Mfg. Co., Dept. 108, 100 Kee Lox St., Rochester, N.Y., is marketing a line of carbon paper designed for both portable and office electric typewriters, but equally suitable for use in standard machines. Designated Kee Lectric, it is available in weights from light to heavy and in sharp, medium and strong finishes. This allows the user to select the degree of color to suit personal preference. Kee

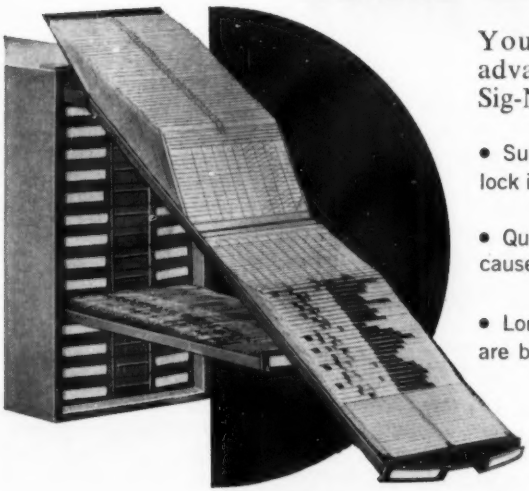
Lectric is made to withstand the strike of an electric typewriter's keys. Impressions are even, black and consistently legible. Kee Lectric is available in three brands, Certified Kee Lectric, Wonder Kee Lectric and Regular Kee Lectric, at from $3.75 to $5 for 100 sheets: quantity discounts prevail. **For More Information Circle No. 134.**

BEVEL SCALES

C-Thru Ruler Co., 827 Windsor St., Harftord, Conn., announces two plastic four-bevel scales for architects and engi-



LOOK at all THREE



You'll find these *exclusive* advantages in Wassell Visible Sig-Na-Lok.

- Superior accuracy because signals lock in place — won't cause mistakes.
- Quicker alphabetical changes—because pockets **snap** out, **snap** in.
- Longer pocket life because pockets are bound full width — never tear.

Wassell Visible Sig-Na-Lok streamlines your records on inventories, maintenance schedules, personnel.

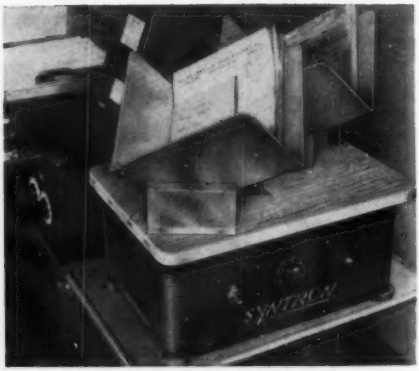
WASSELL ORGANIZATION, INC. DEPT O-9, WESTPORT, CONN.

For More Information Circle No. 414

SYNTRON

VIBRATING

PAPER JOGGERS



Save time, money and reduce waste losses

SYNTRON Paper Joggers are the answer to those time consuming jobs.

—preparing mail for automatic opening, aligning scrambled stacks of checks, time cards, punch cards, invoices, sales manuals, purchase orders, etc.

They are easy to operate, require very little space, produce 3600 vibrations per minute—enough to align most paper stock. Designed for efficient, dependable maintenance free service. Available as table deck, divided deck or bin type joggers.

Write for free information today

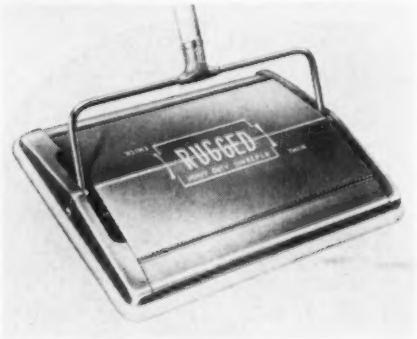
SYNTRON COMPANY
Quality Equipment Since 1921
715 Lexington Ave. Homer City, Penna.

For More Information Circle No. 411

neers. Both are lightweight, handy for desk or pocket use, and have four beveled white edges. Both are packed in attractive vinyl cases. The Architects' Scale has graduations in fractions of an inch to the foot; open divided divisions before zero full divided; scale graduations of ⅛, ¼, ½, 1, ⅜, ¾, 1-½, 3″ equal 1 ft. The Engineers' Scale has graduations in decimal points to the inch; full divided throughout; 10 and 50, 30 and 40 parts to the inch. **For More Information Circle No. 208.**

CARPET SWEEPER

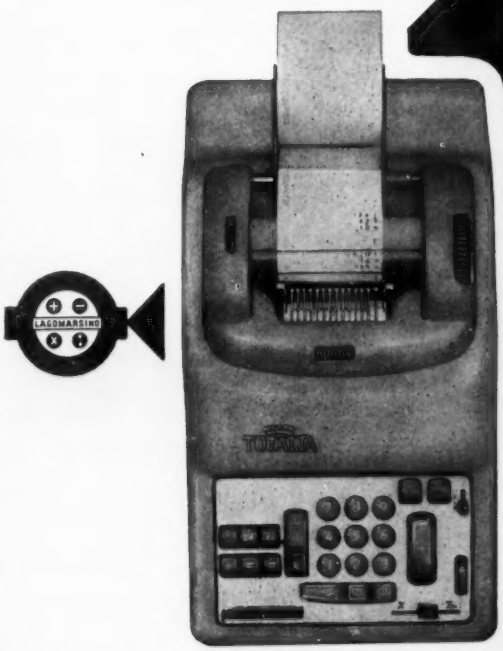
Bryn Mawr Products, Box 532, Bryn Mawr, Pa., presents the Rugged sweeper designed for heavy industrial use. Its 13″ sweeping brush covers more area, picks up more effectively. A series of double cleaning combs remove dirt from brushes before and after each stroke to eliminate re-depositing. Other features include vinyl bumpers that won't crack or deteriorate,



easy-rolling rubber wheels, heavy gauge sweeper head, reinforced ends, metallic gunmetal baked finish that won't chip, unbreakable handle of welded steel tubing, strong snap-shut covers on double dust pans and natural hog bristle brush. Its sealed mechanism never needs oiling, and entire machine carries a ten-year guarantee. Floating brush action automatically adjusts to various carpet piles. Priced at $14.95. **For More Information Circle No. 112.**

DIVISION

Mod. 8381



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- The Most Complete, Versatile and Practical Printing Calculator

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Viale Umbria 36 · Milano (Italy)

Distributing Centers in U.S.A.
NEW YORK, Check Writer Co., 565 Broadway
CHICAGO, Import Office Machine Co., 159 N. Dearborn St.
SAN FRANCISCO, Northwest Lagomarsino, 639 Howard St.
LOS ANGELES, Wholesale Business Machines, 7525 Beverly Blvd.
HOUSTON, Adding Machines Distributing Co., 2223 Caroline St.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar St.
LOUISVILLE, KY., Import Business Machines Co., 1503 Bardstown Road.
PUERTO RICO distributor: SAN JUAN, Real Hermanos Inc., Calle Tanca 250
CANADA distributor: TORONTO, Nauta Bros., 3615 Danforth Ave.

TOTALIA

For More Information Circle No. 366

A "Ground Floor" Opportunity

National publicly-owned corporation offers exclusive marketing centers for a new type of data processing equipment and supplies.

Recently released Dashew products have created an unusual marketing opportunity for able qualified men to get in on the ground floor of one of the country's fastest growing industries. This is an opportunity to handle exclusive sales and service franchises operating as a part of a national network of Dashew Data Centers. The full line of Dashew products ranging from popular priced units to advanced electronic machines, includes data processing equipment and supplies for all branches of industry, business, banking, the military, the government and education.

To this has recently been added the complete line of Timemaster system forms and pegboard accounting equipment for smaller business firms.

The men we are seeking will own and control their own business operation in exclusive marketing areas – but will be effectively assisted by strong national advertising and public relations campaigns, by National Sales Representatives and by comprehensive sales training operations, and technical programs.

The company offering these franchises is a well-established national organization with offices and service centers in five major sections of the United States and in Canada. Its products are now being used by the largest banks in the country, by some of America's leading business, credit and industrial firms, by the Air Force, Navy, and Army, and other Government Agencies, as well as by hundreds of stores and business firms.

Most Dashew products are unique and exclusively different, embodying new principles never before used in this field. Some of these products are available from no other source – and the entire Dashew line is the most comprehensive of its kind available anywhere in the world. A continuous research program assures a flow of new and improved products that will provide new markets, new prospects and new sales potentials.

In addition to the sale of original equipment, there is a profitable repeat business on supplies for each exclusive Data Center that builds up steadily year after year. The combination of original installations and repeat business affords the opportunity for a solid business and extremely attractive returns for time and investment.

We are interested only in men who have the ability to handle an operation of this type—and the financial qualifications to invest from $9,300 to $50,000 depending on the size and location of the exclusive marketing area available.

Experience in the business equipment field will be valuable, but is not an absolute requirement. Write for complete details. Address all communications to Dept. OF-960.

DASHEW

BUSINESS MACHINES, Inc.

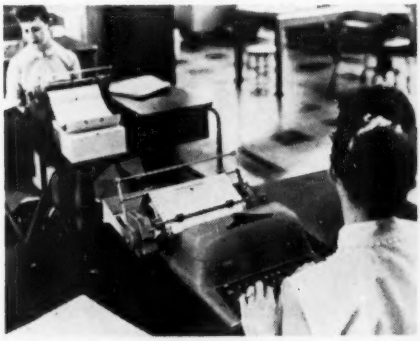
Att: Robert Owens, Vice President

P.O. Box 78216

Los Angeles 16, California

CONTINUOUS FORMS

Hamilton Autographic Register Co., Hamilton, Ohio, presents Stub-Flo, an electronically-glued multi-copy system for both data processing machines and typewriter use. Fast, smooth and perfectly registered forms can be processed by any type of data processing machines on the market. Interleaved carbons are perforated also, permitting quicker carbon removal.



A six-part form is possible with Stub-Flo design which avoids tenting. Sheets differing in size can be used in the same set; glued margin holds all copies in place, assuring correct register. When used in typewriters, operator need not tear off each page after it is typed. Forms can be used on typewriters with or without sprockets. These continuous high-speed forms are available at competitive prices. **For More Information Circle No. 468.**

CONTACT SCREENS

The Universal, a new, improved gray contact screen, shoots faster, gives more contrast if desired, and better tone values. For reproducing photos on photocopiers having a flat-bed exposure section.

Rulings: 32, 45, 55, 60, 65, 75, 85, 100, 110, 120, 133, 150, 175, 200, 250

Sizes: 8 x 10 to 23 x 29 in.

Pre-angled screens to 23 x 29 in.

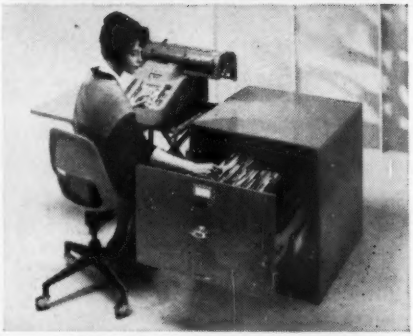
Write for new literature.

CAPROCK DEVELOPMENTS

165 Broadway, N. Y. 6 **REctor 2-4028**

For More Information Circle No. 409

EXPENSIVE MACHINES.. *Priceless* RECORDS!



In case of fire you can replace the machines but not the records. And 43 out of 100 firms losing their records in a fire never reopen. You have a large investment in record-processing machines. Make a modest investment in Hercules® desk-side insulated steel ledger files. Underwriters' Laboratories label. One and two drawers with cross and posting trays for every filing need. At your Meilink dealer or write for folder to Meilink Steel Safe Company, 1672 Oakwood, Toledo 6 Ohio.

with MEILINK SINCE 1899 *it's for keeps*

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 6, Ohio

Please send me your folders ***on Meilink safes and Hercules insulated steel files.***

Name _____

Company _____

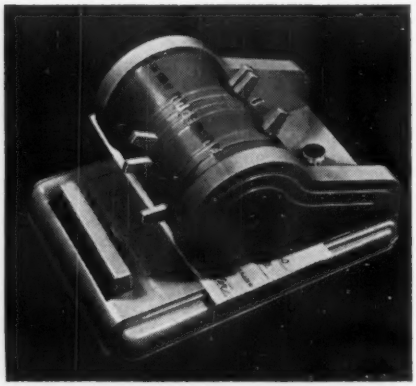
Street _____ *Zone* _____

City _____ *State* _____

For More Information Circle No. 410

CHECK PROTECTOR

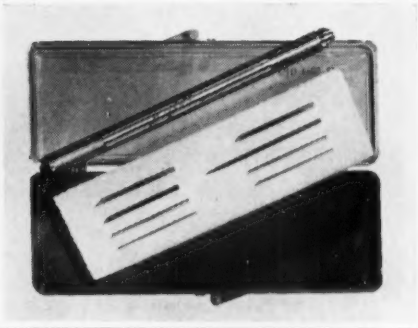
Applied Research Corp., 2609 West 12th St., Erie, Pa., has incorporated new features in its Perma-Print Deluxe Check



Protector. It has a heavier base housing and molded-on key lever tips. A convenient storage compartment for reinking supply (furnished with each machine) is provided inside the base. Standard models retail at $29.50, and the improved Deluxe model lists at $39.95. **For More Information Circle No. 118.**

RULING NEEDLES

Griffin Mfg. Co., 1656 Ridge Road East, Webster, N. Y., offers a needle cutter kit for ruling on negatives, scratch board and offset plates. Kit consists of a double



KNOW-HOW • FACILITIES • QUALITY • RELIABILITY

CARB-O-SPOT THE DEPENDABLE SPOT CARBON

PUT THAT NEXT TOUGH JOB IN THE HANDS OF STANDARD

Write today for information about our genuine wax base carbon. Your job will be handled by experienced workmen in a completely modern, integrated plant. 56 years of operation enables us to fill your needs, fully protected, right and on time. We offer the completed job or carbonizing only, whichever meets your requirements.

Let Us Prove Our Claims On Your Next Spot Carbon Job

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For More Information Circle No. 407

ALL THUMBS?

TRY EVANS' TACKY-FINGER!

It's the modern fingertip moistener that speeds up paper handling. Stainless — odorless — greaseless . . . it makes messy sponges and clumsy finger guards obsolete. One application lasts hundreds of sheets. Try it today! Send $6.00 for a dozen boxes or get two trial boxes for $1.00. See your dealer or write:

Evans Specialty Company, Inc.
P. O. Box 8128, Richmond, Virginia

For More Information Circle No. 408

STENOTAPE GELOSO

offers true "professional" dictating transcribing sound and efficiency

Listen to this performance...here is the soundest practice you can establish to end paper-work problems. LISTEN: StenOtape gives you the greatest clarity of sound in the dictating field today. This 6½ lb. compact unit, with its extremely sensitive microphone records every word perfectly within a 30 foot radius. You can actually dictate comfortably from any point in the room. Seated and relaxed, you can tape interviews, conferences, comfortably; and because of StenOtape's unique sound-fidelity, your secretary will hear and enjoy every word of your error-free dictation. Doctors and Dentists can play their post graduate educational tapes on StenOtape and enjoy superb playback quality. At the office, home or away, StenOtape records everything up to 2 hours on one tape...phone calls, conferences, dictation, *even music!* Hear the StenOtape difference now...it's an exceptional value!

only $179.95

FULL YEAR GUARANTEE . Federal Tax Included

Check These Other Major StenOtape Features:

● Accurate word-counter. ● Built-in Speaker. ● 4" high, weighs only 6½ lbs. ● Travels in handsome attache case. ● Low-cost accessories available to cover every dictating-transcribing-recording situation. ● Precision designed by Geloso, Europe's largest integrated electronics manufacturer of communication equipment. ● Sales and Service Coast to Coast.

4-WAY VERSATILITY

1. Dictate **2. Transcribe**
3. Record **4. Playback**

AMERICAN GELOSO ELECTRONICS, INC.
251 Park Ave. So., Dept. 115, New York 10, N. Y.

Gentlemen: Please rush, without obligation, illustrated booklet "The Facts About Dictating Machines." I understand that should I decide to purchase a StenOtape this coupon entitles me to a lifetime supply (6 rolls) of reusable Magnetic Tape worth $15.00.*

Name_____

Address_____

City_____ Zone___ State_____

For More Information Circle No. 368

ended holder that holds full range of different size needles. There are five round needles, ground one side for negative marking, etc., a pointed needle and two square ones for gouges. Price: $2.50 complete. **For More Information Circle No. 152.**

OFFSET WASH

Rycoline Solvent Co., 3711 S. California Ave., Chicago 32, Ill., has developed a 2-Step Wash Up for offset presses. Tests are said to indicate its speed and efficiency in revitalizing glazed rubber and composition rollers, and its ability to keep rollers in condition. It is also said that it is non-toxic and relatively odor free. For free sample, **Circle No. 209.**

TELEPHONE DISINFECTANT

American Tele-Septic Co., 507 Fifth Ave., New York 17, N.Y., introduces Tele-Septic that disinfects telephones and provides an antibacterial residual to fight germs while deodorizing instruments and imparting a pleasing fragrance. Tele-Septic, previously sold only to commercial firms, is now available to dealers. Biological Testing Co., Brooklyn, N. Y., reports

it effective in reducing bacteria on phone ear and mouthpiece with a one-second spray, twice a week. Two 4 oz. cans protect one phone for a year. **For More Information Circle No. 141.**

From any Point of View . . . it's

BENTSON

OFFICE FURNITURE

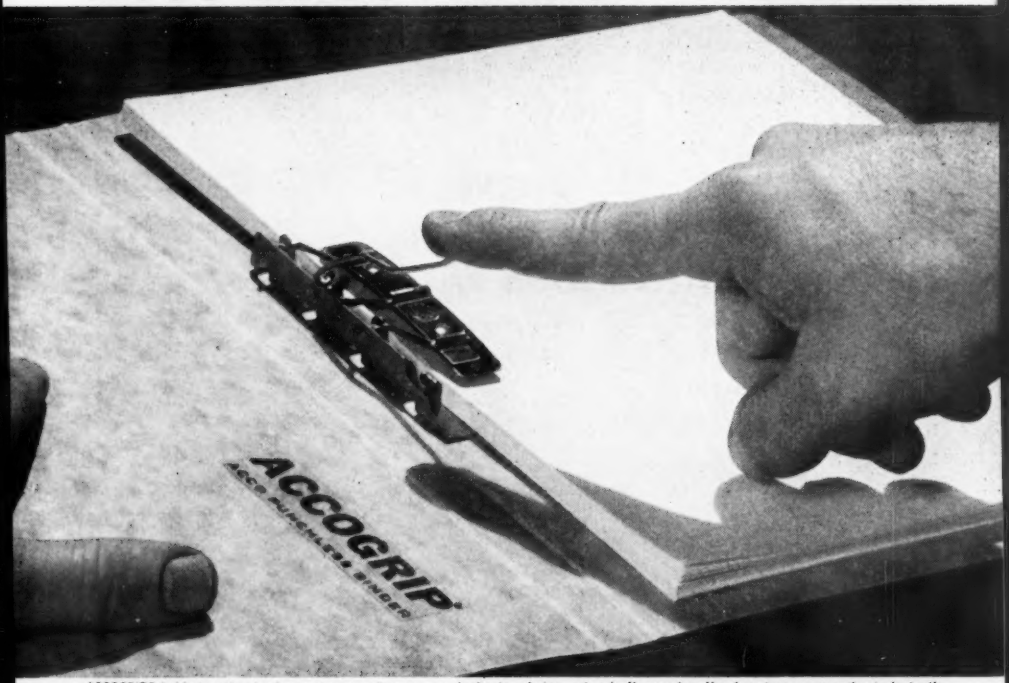
People have different ways of looking at things. But, your office manager, your P. A., your secretary, and you will agree on Bentson! Whether you choose compact modular furniture (above) or any other style, Bentson quality equipment will dress up your business. And, you can be sure it's sharp, clean lines will never go out of date!

BENTSON MFG. CO.

652 Highland Avenue, Aurora, Ill.
TWinoaks 7-9237

For More Information Circle No. 430

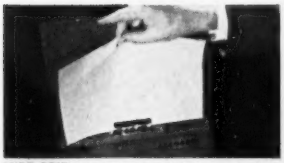
ACCO BINDS PAPERS IN SECONDS



ACCOGRIP® holds together business or personal papers, work sheets, photos, artwork. No marring. You insert or remove sheets instantly.

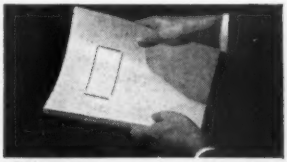
ONE FINGER DOES IT!

• press to open • press to close



SURE GRIP. Test it yourself! Accogrip has ½" capacity — yet holds even one sheet securely. Contents stay put until you release spring-action grip.

HOW MANY USES have *you* for Accogrip? Ideal for reports, letters, records, blueprints, catalogs, photos, sheet music. Keeps material *on hand, intact, in order.*



NEW! Revolutionary mechanism. Closed-back design. Genuine pressboard cover — firm, flexible, long-lasting. Red, black, grey, green or blue. Letter or legal size.

50 YEARS of leadership in binder design and filing systems precede Accogrip. Now at office outfitters everywhere. Or write: ACCO PRODUCTS, Division of Natser Corporation, Ogdensburg, N. Y. In Canada: Acco Canadian Co., Ltd., Toronto.

ACCOGRIP®
ACCO PUNCHLESS BINDER

For More Information Circle No. 367

®TM pending

combines both statement and check in one compact unit

This new form offers decided benefits by simplifying your accounts payable procedures and providing you and your supplier with a detailed record of the transaction.

It consists of 2 or more parts with interleaved carbon. Part one consists of a remittance statement and detachable tab card check which are sent to the vendor. Additional parts are for internal use.

"Redi-Checks" are available with magnetic ink characters, imprinted with name and address, preprinted with matching serial numbers, prepunched for data processing. Form sizes from 5½" to 11" in depth and to 25" in width.

For more specific information on "Redi-Check", "Redi-Envelopes" or similar "piggy-back" type of forms for applications in sales, cost analysis, production control, etc., simply write

Tabulating Forms Division
CONSOLIDATED BUSINESS SYSTEMS, Inc.
Dept. A, 30 Vesey Street
New York 7, New York

For More Information Circle No. 246

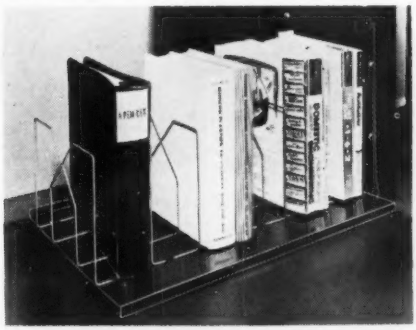
HANDCLEANER

F. S. Webster Co., 8 Amherst St., Cambridge 42, Mass., offers a salve-type cleaner developed for quicker and more efficient

removal of hectograph ink stains from the hands and fingernails. The specially lanolized formula contains no acid and leaves the hands soft and smooth without harming nail enamel. Called Star Brand Hand Cleaner, it is packed in a 1-lb. size, lightweight, unbreakable plastic container. **For More Information Circle No. 127.**

DESK FILE

Cel-U-Dex Corp., New Windsor, Newburgh, N. Y., makes a desk-top file and work organizer called Shel-File. Attrac-



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Founded 1896 **West Germany**

For More Information Circle No. 311

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Yanceyville, North Carolina

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1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE

Model for all types of phones and dictating machines.

Write for Literature.

HUSH-A-PHONE
72 Madison Ave.
New York 16

For More Information Circle No. 405

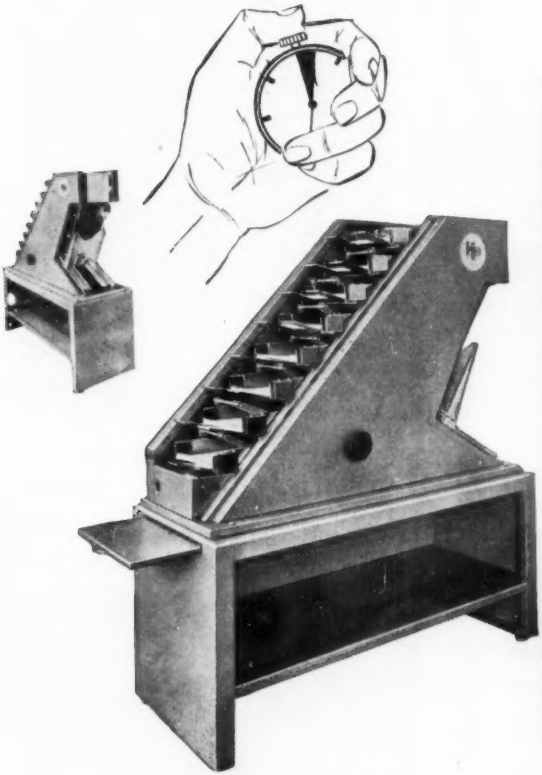
tive and workmanlike in appearance, it keeps its contents at convenient arm's length. Sturdy construction enables it to hold heavy volumes. There are 12″ and 15″ widths; lengths of 18″, 24″, 30″ and 36″. Shipped knocked-down, it is easily assembled. Shel-File is also used for setting up active and transfer filing systems on shelves. The self-contained unit is simply put on the shelf, and filing can start at once. All files are in full view, in easy access. With each Shel-File system, enough Hol-Dex self-adhering label holders for indexing are supplied. Shel-File also can be used for letter sorting, collating, etc. **For More Information Circle No. 138.**

CLIPBOARD FOLDER

S. E. & M. Vernon, Inc., 65 Duane St., New York 7, N. Y., offers a vinyl clip folder for standard 8½″ x 11″ sheets or pads. For writing while walking or standing it converts to a clipboard. Horizontal pocket is convenient for holding loose papers and notes. Its full size gives extra large capacity without fear of notes falling out. Unit is made of French calf

grain virgin vinyl. Tear-resistant pocket is heat sealed on front cover. The 3″ spring-clip has a holder to keep pencil or pen handy. Clip grips and holds paper, eliminating need for punched sheets. Unit can be gold stamped or silk screened. Moderately priced, Clip-O-Reporter comes in red, blue, green or tan, packed one dozen to a counter display. **For More Information Circle No. 131.**

NEW OFFICE MACHINE GATHERS 8 SHEETS PER SECOND!



HALVERSON
high speed / all electric / fully automatic
COLLATOR

collates
480 sheets per minute

produces
2300 8-sheet sets per hour
loading time included

delivers
alternated sets, jogged criss-crossed and stacked in delivery tray

Eliminates "arm fatigue" completely

No more sore arms or aching muscles—only actual work involved is loading the feed trays. The "Escalator System" completes the job—quietly, automatically.

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Automatically replaces boring, tedious costly hand work. Ends diversion of highly paid office help from their regular jobs . . . avoids overtime and expense of extra temporary workers.

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Manufactured by

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For More Information Circle No. 310

Don't break your back digging up buried information!

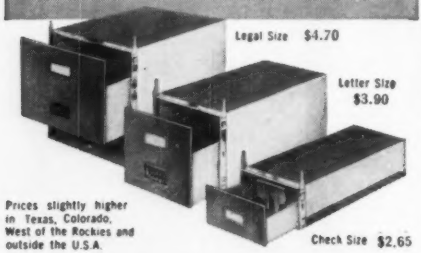
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO
STORAGE FILES



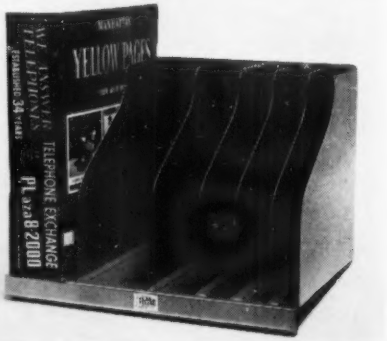
Prices slightly higher in Texas, Colorado, West of the Rockies and outside the U.S.A.

PRONTO FILE CORPORATION
415 MADISON AVENUE, NEW YORK 17, N.Y.

For More Information Circle No. 416

DESK BOOK RACK

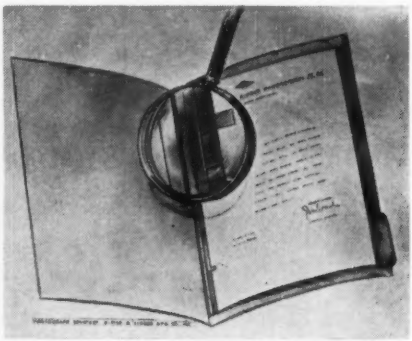
Flash Filing, Inc., 2634 S. Cherry, Fresno, Calif., offers a Telephone Book Rack with six compartments to hold various



sizes of telephone books or catalogs. Rack has slanted base, making it handy for desk use. **For More Information Circle No. 119.**

FILE FOLDER BINDER

U-File-M Binder Mfg. Co., Syracuse 1, N. Y., has developed a device to prevent the contents of file-folders from becoming lost. It consists of a backer and a strip of



gummed tabs. The backer is fastened inside the folder, along the crease. When a sheet is placed in the folder, two of the gummed tabs are raised, moistened and pressed against the sheet to hold it permanently in place. Each successive sheet

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36 yd. length, for IBM per doz. . $40.00
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MAKE OF MIMEOGRAPH _____ QUANTITY OF STENCIL _____
Name _____
Firm Name _____
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City _____ Zone _____ State _____

For More Information Circle No. 245

LABELS
LABELS
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FOR THE OFFICE

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- Fanfold labels
- Caution labels
- Shipping labels
- Red-bordered labels
- Parcel Post labels
- Mailing labels
- Air Mail

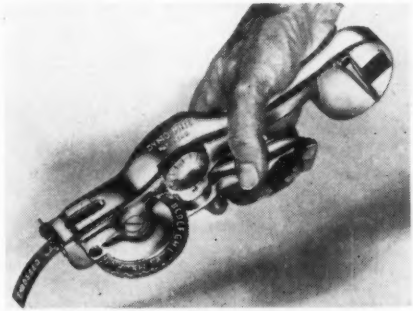
See your stationer for Eureka stock labels. *For your special requirements,* please write . . .

EUREKA SPECIALTY PRINTING CO.
SCRANTON 1, PENNSYLVANIA
For More Information Circle No. 284

is processed in the same manner. The result is a series of flat sheets, occuping no more space than loose sheets, with each sheet separately fastened by the gummed tabs. Sheets cannot fall out or get lost. They stay in the same order, no matter how often the folder is consulted. Price is about 1¾c per folder bound. **For More Information Circle No. 153.**

LABELING TAPE EMBOSSER

Dymo Corp., 2546 10th St., Berkeley, Calif., makes the Dymo-Mite lightweight (26 ozs.) hand embossing machine which will produce sharp, raised letters on plastic and metal tapes. Machine has a built-in cut-off blade and calibrated tape position indicator. Embossed labels can be produced in ½" Dymo tapes of colored vinyl plastic, aluminum, monel, copper, stainless steel, etc. Tapes come with or without pressure-sensitive adhesive backing, and can be instantly attached to machines, bins, shelving, pipes, control panels, etc. When letters are embossed in the tape, the raised portions change color for greater legibility. Letters are white on backgrounds of blue, brown, red or green. The



Dymo-Mite embossing machine is $34.95. A heavier model is $47. **For More Information Circle No. 163.**

DRAFTING FILM

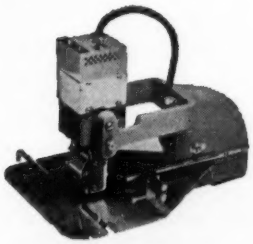
Keuffel & Esser Co., 3rd & Adams Sts., Hoboken, N. J., introduces a polyester wash-off film that produces erasable ink-

New

UNIVERSAL

electric

NUMBERING MACHINE



HELLER ROBERTS

Manufacturing Corporation

We call this new Roberts E-21-U numbering machine a "universal electric" because its numbering head is entirely flexible—it can be turned sideways and adjusted to permit numbering at any point on a page, card, tag, label or strip of material. It will record clearly through as many as 10 carbons. It automatically prints numbers in sequence from 1 to 999,-999 with instant choice of consecutive, duplicate or repeat operation. The universal printing head gives complete freedom in numbering towards the front, back, left, right or any point on a sheet up to 12 inches wide, and of any length. Adjustable guides for accurate positioning. Just plug in—no installation. Also available for foot operation in model E-21-UF. Write for more information.

Roberts Numbering Machine Division, 700 Jamaica Ave., Brooklyn 8, N. Y.

For More Information Circle No. 402

For office files—and briefcase portability whenever complete account records are needed for calls on customers. ADVANCO Compressor-Clip (no wires, no coil springs) bulldog-grips 1 to 150 papers, easy to insert and remove. Works with fingertip pressure.

No need for time-taking paper punching, so no holes that can tear. Tough, 25 pt. pressboard folders. Choose red, gray or black; letter or legal size. *Modern loose-leaf binding, moderately priced.*

If your stationer does not carry ADVANCO Punchless Paper Holders, accept no substitutes. Write us, giving stationer's name. Coupon below for your convenience.

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Send complete data on Advanco Punchless Paper Holders. Our stationer is

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YOUR NAME .....

FIRM NAME .....

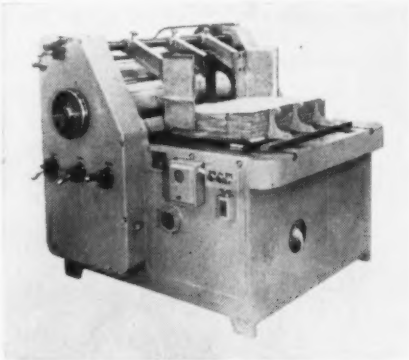
CITY .....STATE .....

For More Information Circle No. 401

black lines from pencil originals and permits ink or pencil additions. Called Dupro Polyester film, it is a combination of Herculene drafting film and Dupro emulsion. Using this as a second original saves time since it eliminates need for redrawing elements of the original that remain unchanged, and permits original to be retained for future reference. This film has high transparency for reproduction and long shelf-life without loss of wash-off characteristics. K&F regard Dupro's ink acceptance as an improvement. For literature, **Circle No. 167.**

CARTON PRINTER

Bostitch, Inc., Container Machinery Div., 308 Briggs Drive, East Greenwich, R. I., has a flexographic printer that prints knocked-down corrugated containers after the manufacturer's joint is secured. This model, about half as wide as a printer-slotter, is of compact construction and is



economical in price and operation. Due to quick-drying flexographic ink, printed boxes can be handled as soon as they come off the machine and go directly to the shipping dock if desired. This eliminates space required to dry containers and enables user to ship more quickly. Machine can be fed directly from any type of container finishing equipment and can have a counter-ejector which counts and stacks boxes as they come off the machine, automatically moving the com-

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HiLo TYPEWRITER STAND

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For years the most outstanding and most talked-about typewriter stand in America. And no wonder! A touch of the toe, and the HiLo raises or lowers in a jiffy! The leaves, too, lift and lower just as smoothly as you please. HiLo comes in walnut and grey as well as a wide choice of contrasting tops and base colors.

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For More Information Circle No. 304

Safeguard Your Business Secrets

The only office paper shredding machine that destroys confidential papers quietly and cleanly. Greater capacity, speed and safety than ever before! Compact, modern design. Exclusive slanted gravity feed speeds shredding of paper in multiple thicknesses, tickets, cards, coupons and labels. Anyone can operate the **Bantam 10.** Safety throat assures protection. Priced well within the budget of all businesses, large or small.

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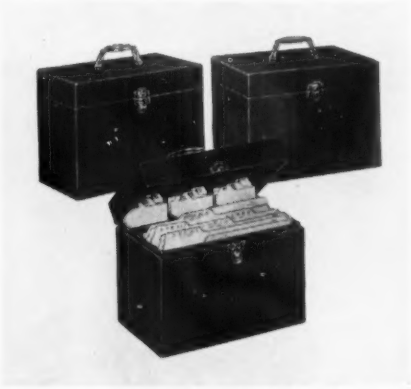
The **SHREDMASTER** *Corp.*
384 Woodcleft Ave., Freeport, N.Y.
Manufacturers of the most complete line of Office and Industrial Shredding Machines!
A Division of Self Winding Clock Co., Inc.

For More Information Circle No. 403

pleted pile ahead and starting a new one. Unit prints in one color all panels on the top side of a knocked-down container. A model is also available which can print all panels on both top and bottom. Other features include an automatic hopper feed, variable speed drive and register adjustment. Ink rolls, which idle when not in operation and keep ink from drying, are precision engraved and chromium-plated to resist corrosion. Ink distribution is precisely controlled. **For More Information Circle No. 136.**

PERSONAL FILES

Amberg File & Index Co., Kankakee, Ill., announces that Amfile Personal Files are available in two revised models, Model 850 and 650. Model 850 is for compartmental filing, offering standard letter size compartment plus three smaller spaces for filing cancelled checks, insurance policies, No. 10 envelopes, etc. Included are a set of eight file folders ruled inside for record



keeping; a set of nine guides for the small compartments, plus 84 extra gummed titles. Model 850 sells at $3.90 ($4.65 on west coast). Model 650 has eight vertical file folders ruled inside for record keeping, and a set of 84 extra gummed title labels; cost $2.90 ($3.45 on west coast). Both models are made of binder's board finished in cherry red, sea green or navy blue. Files have clear plastic handles with metal hinges and a snap latch. **For More Information Circle No. 117.**

automation comes to office dictation!

New, talk-triggered

UHER Universal

Dictation—Transcribing Tape Recorder

A must for the busy executive. With optional AKUSTOMAT . . . it's talk-triggered! Starts and stops at the sound of your voice—there's no waste of tape. Just place the microphone on your desk and the Uher Universal will do the rest. It takes dictation, picks up conferences, brain-storming sessions, anywhere within fifty feet, even picks up telephone conversations . . . and the quality of sound reproduction is outstanding. It's economical too—at 15/16 ips, it provides 8 hours of recording on a single 5″ reel—eliminates constant, time-consuming changes.

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The Universal has REMOTE TRANSCRIPTION CONTROL. It tailors your dictation to your secretary's typing speed . . . stops . . . starts . . . repeats, all or any part . . . at the flick of a switch. You have your choice of Dynamic and Crystal Earphones, Stethoclips. It's portable—weighs only 17 lbs. Works on any power supply. With optional invertor, it works in autos, yachts, planes etc. Complete with Remote Control Microphone, Carrying Case, Reel, Dust Cover.

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For More Information Circle No. 301

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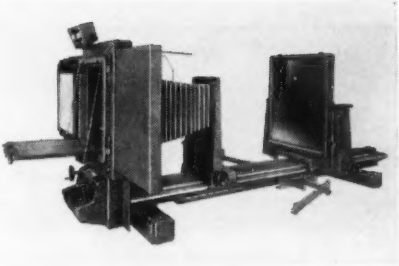

W. A. Brown Mfg. Co., 608 S. Dearborn St., Chicago 5, Ill., announces their 24″ x 24″ and 31″ x 31″ Commodore all-metal darkroom cameras designed for flawless, full-color process or sharp, crisp black-and-white reproduction by offset platemakers, photoengravers and gravure cylinder engravers. Standard features include the rugged, tri-rail track constructed for high torsional rigidity; Goerz Artar Red Dot lens; groundglass mounted in cast aluminum (swing type) door; motorized vertical and horizontal lensboard movements; gallery and darkroom operating controls; positive locking mechanism; 34″ x 44″ cast aluminum glass covered copyboard; vacuum filmholder mounted in cast aluminum door (both vertical and horizontal loading positions) including pump, motor unit, footswitch and film size selector valve; gallery percentage scaling system; calculator, manual iris diaphragm control; and darkroom cloth. Xerography adapters are also available, and automatic shutter control, exposure and flash control are accessories. For illustrated brochure with complete space dimensions, **Circle No. 120.**

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For More Information Circle No. 177

←For More Information Circle No. 121

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. . . the chance to discuss them with other systems men who have faced the same problems, worked out their solutions?

. . . knowledge of related subjects to prepare you for greater opportunities ahead?

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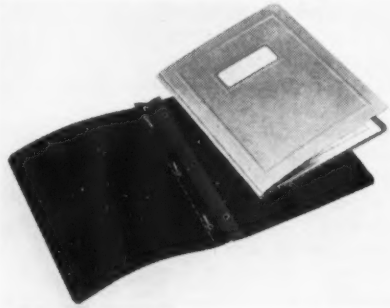
For More Information Circle No. 445

BINDERS

Agrippa Products, Inc., Beaver Falls, N. Y., makes Latch Lock binders for reports, proposals, minutes, presentations and catalog covers. These durable binders are low in cost and convenient to use.

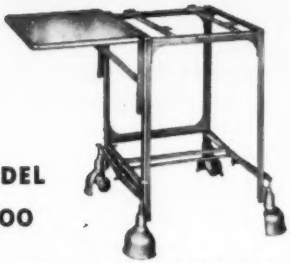


A special binding mechanism allows easier reading and presentation as pages lie flat and turn easily. The binders come in artificial leather of ⅜" and ⅝" capacities, in black, brown, blue, green and red. Also in heavyweight paper stock, ⅜" capacity, in black, red, gray, buff, yellow, blue and green. For free sample, **Circle No. 193.**

CATALOG RACK

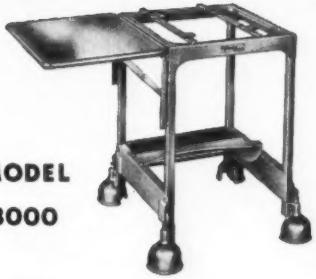
Lit-Ning Products Co., 170 N. Robertson Blvd., Beverly Hills, Calif., offers an adjustable book and catalog rack with sliding adjustable partitions to fit almost any size book or catalog. It is especially

Safety Insurance for Your Costly Office Machines with TIFFANY® STANDS



MODEL 5000

GREATEST ALL PURPOSE, completely safe, Stand for costly office machines. Adjustable open top . . . noise-escape hatch. Castings cover retractable casters; anchor firmly on floor.



MODEL 8000

VIBRATION-FREE RIGIDITY. Square, tubular legs. Adjustable, one piece, open top . . . noise-escape hatch.

MODEL 3000

Ideal Stand for standard typewriters, adders, etc. Rubber casters; brakes on front. Angle, channel steel, reinforced. Adjustable open top, noise-escape hatch.

MODEL 2300

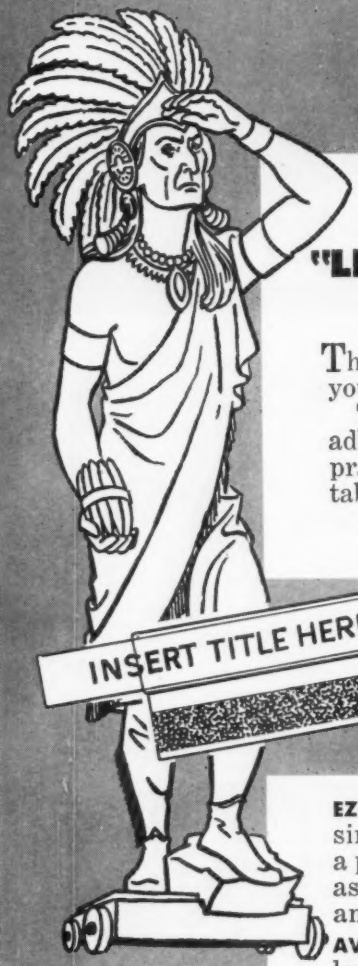
MULTI-PURPOSE UTILITY TABLE. Heavy steel construction. Top 30" wide, 18½" deep; undercoated for sound-vibration abatement. Tray inverted, becomes shelf. 2½" rubber casters, two with brakes.

For further information, write Dept. O

TIFFANY® STAND CO.

7350 FORSYTH • ST. LOUIS 5, MO.

For More Information Circle No. 244



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now you just **"STICKUM"!**

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The Ezyindex Press On (pressure sensitive adhesive) index tabs are the most practical and economical index tabs you have ever used.

EZY TO APPLY—Merely cut to size, place in desired position and apply slight pressure. Forms a perfect bond on Mylar sheet protectors as well as paper, pressboard, plastic, cloth—in fact, anywhere!

AVAILABLE FOR THE OFFICE IN full-length letter and legal folder sizes. 2", 6" and 12" strips. 16 important key colored inserts. I.B.M. machine rolls pre-punched.

IDEAL for quick, easy *make your own* indexes.

DURABLE with interchangeable inserts.

PRICED as low as old style "lickum-stickum" index tabbing.

OBTAINABLE at your nearby stationery or office equipment dealer.

EZYINDEX Products Corp.

Flushing 54, N. Y.

For More Information Circle No. 442

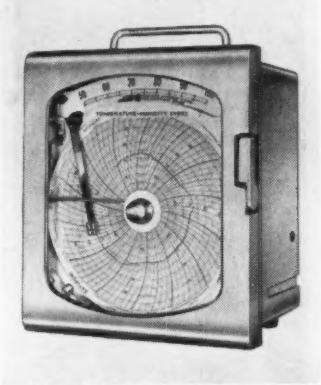
suitable for telephone books where these vary in width. Elevated front permits base to slant downward to allow for easier handling and better readability. Available in three models. Model 4 BR is 15″ wide, has five sliding dividers, and weighs 9 lbs. It is individually packaged. The other two are Models 5BR (18″ wide) and 6 BR (24″ wide). All come in gray, tan, mist green and green. **For More Information Write No. 481 on Inquiry Card.**

SALES TAX TABLE

Allen Hollander Co., Dept. 58-9, 385 Gerard Ave., New York 51, N. Y., has prepared a table that shows sales tax due on amounts up to $20. It is printed on an easy-to-apply pressure-sensitive label. When stripped from its paper backing, label can be applied to any clean surface of cash register or counter for instant reference. Labels will not damage surfaces and can be easily removed. **For More Information Circle No. 158.**

T.H.I. INDICATER

Bristol Co., Waterbury 20, Conn., is marketing a Comfort-Index Recorder for measuring and recording the T.H.I. (temperature-humidity index). The recorder is portable and can supply a continuous record for a period as long as a week. Its chief users are airconditioning and

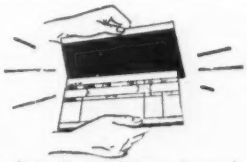


NOW SNAP APARTS AND CONTINUOUS FORMS FROM INTERNATIONAL BUSINESS FORMS

INTERNATIONAL BUSINESS FORMS offers:
QUALITY Forms, produced on modern rotary equipment — sold only through our dealers.
COMPETITIVE Prices—liberal dealer discounts —You're "in the running" with an IBF Quote. Quantity advantage, too! Orders accepted for only 2500 sets of Snap-Aparts—NEW POLICY!
DELIVERY PROMISES you can count on. Try us on one job and see!
EASY-TO-USE PRICE LIST—Anyone can make estimates with a little practice.
RAPID QUOTATION SERVICE—Your quotation requests handled AT ONCE. Same day if specified.

Write New Dealer Dept. 1 today for complete information on this profitable line. Try International. We are confident of our ability to satisfy the Dealer and his customer!

INTERNATIONAL BUSINESS FORMS
INCORPORATED
1600 E. 26th ST. LITTLE ROCK, ARK.



Our Snap-Apart Forms have been a standard of quality for years. For fine printing; just right "snap-apart" action, they are unexcelled. INTERNATIONAL BUSINESS FORMS snap-aparts assure customer satisfaction.

Continuous Forms, TOO! Now—offer your customers Continuous carbon-interleaved forms — Line Hole Punched Tabulating; pasted; or stapled—up to 10 parts. In Continuous as in Snap-aparts, International means quality — at the right price.

HELP WANTED

FAST WORKER NEEDED — MUST BE ACCURATE AT COPYING, FIGURES, CHARTS, PRICE LISTS, CORRESPONDENCE, RECORDS, REPORTS

MUST BE ACCURA

You can't "hire" better than a

Circle No. 161

Photo-Master X-100

PHOTO-MASTER X-100 COPIER ONLY $99.50

Photo-Master gives you more dollar-for-dollar features . . . more copy-by-copy dependability . . . more day-by-day savings in work and time than copiers far above its low price. Pays for itself in time saved on slow, error-prone manual copying. Feed in figures, specifications, letters, *anything!* Out come precise, sharp, permanent copies . . . in seconds, for pennies!

Takes sheets any length, up to 9" wide
Compact: only 19" wide, 12" deep, 6" high
Single dial exposure lighting control
Automatic ball-bearing paper-feed
Rugged plastic housing, corrosion-resistant base
Proved "work-automator" in thousands of offices
Anyone can be an expert . . . in minutes

. . . and it costs only pennies a day!

Bigger Jobs?

Ask about 14" Photo-Master. Comparably low-price. Takes sheets 14" wide, any length.

FORMFOTO Manufacturing Co.,
146 HOME AVENUE • VILLA PARK, ILLINOIS

RUSH US
☐ Illustrated Literature ☐ Name of nearest Dealer
☐ Details on Model X-114
☐ We'd like a FREE DEMONSTRATION

Company Name_____
Address_____
City_____ Zone_____ State_____
Individual_____

Get Photo-Master PROFIT FACTS

building engineers and superintendents, but the record of comfortable and uncomfortable conditions may prove useful to office managers concerned with personnel relations. **For More Information Write No. 482 on Inquiry Card.**

ADDRESSING MACHINE

Todd Co. Div., Burroughs Corp., 1150 University Ave., Rochester 3, N. Y., offers the Burroughs 1150 Statement Addressor for statement addressing and labeling. Designed for simple operation, from filling the compact 4¾ oz. unit with duplicating fluid to completing addressing of all kinds of documents. Possibilities of errors are reduced as information to be reproduced is typed or written only once. More than 100 documents can be imprinted from one master. Unit is made of lightweight plastic and has only one moving part. The price of $18.50 includes a plastic bottle for fluid. Besides statement addressing, the Burroughs 1150 saves time addressing advertising releases, envelopes, invoices and management messages and heading time cards. Variations

include addressing accounting board and accounting machine ledgers. **For More Information Write No. 483 on Card.**

Fer ya . . . not agin ya!

CARTER'S CARBONS

WEAR! Carter's can outride any other carbon in the territory . . . even on electric machines!

CLEAN! Carter's looks out for yore hands. Tries not to curl, wouldn't think of smudging. Keeps everything clean!

LOOKS! Carter's dresses each word in its Sunday best — every letter starched neat 'n crisp. Shucks, it's the purtiest typing in town!

Yep, Carter's Carbons work *for* you! So buy 'em today. You'll find them in one of these boxes at your favorite Stationer or Office Equipment Dealer.

ADVERTISED IN LIFE

CARTER'S®

© THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

For More Information Circle No. 480

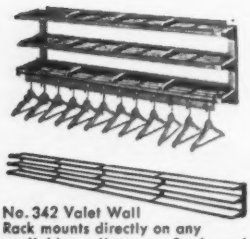
Individual

The OFFICE VALET®

Only Office Valet Units provide an efficient, completely flexible space-saving and sanitary system of storing employee "wraps." They will double lockerroom capacity, and can be fitted into any available space near point of work. They keep wraps out in the open, spaced apart, aired, dry and "in press."

Office Valets accommodate 3 persons per sq. ft. of floor space. They are functional and modern in design, are beautiful in new baked enamel finishes and are built for lifetime service of strongly welded and reinforced heavy gauge furniture steel.

3U-4 Office Valet Rack. 4'3" long — capacity twelve coats and hats, overshoes and umbrellas. 3U Valets available in any length 3'3" and longer by the foot.



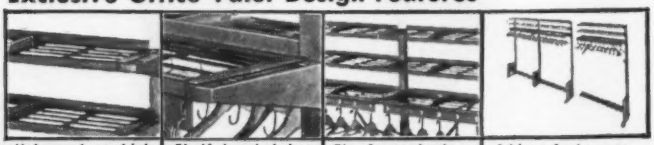
No. 342 Valet Wall Rack mounts directly on any available wall space. 3, 4, and 5 ft. units interlock to make continuous racks of any length.

2U-4. This attractive 4-ft. double-faced unit accommodates 24 people.

S-6 Office Valet Costumer. Six spaced hangers — six individual hat spaces—and umbrella rack. Ideal for private offices and reception rooms.

Visit Our Display at the NSOEA Convention Parlor 29 (Formerly Room 547) September 24-28 Conrad Hilton Hotel, Chicago

Exclusive Office Valet Design Features



Hats rest on high embossed ribs in spaces individualized by even higher cross ribs. Shelves slotted to permit drying and prevent dust accumulation.

Shelf bracket has new wide box design and receives shelves from either right or left sides. Shelves snap-lock rigidly into position to make racks of any length.

The forward edges of shelves are smooth wide closed face channels. Forward ends of bracket arms provide slightly over-lapping radius facing. Valet equipment always has a custom made appearance.

Add-on feature assures not only maximum efficiency today but for future expansion or alteration as well. Exactly matching 3', 4' and 5' sections assure perfect fit in all situations.

Write for Bulletin OV-10

Manufactured only by

Sold by office equipment dealers everywhere

VOGEL-PETERSON CO. Rt. 83 & Madison St. • Elmhurst, Ill.

For More Information Circle No. 243

PAPER PUNCH

Zip Products Co., Box 759, Los Altos, Calif., offers the Zip two-hole punch. Designed for accuracy and convenience, its case-hardened steel punches never need sharpening. It has an automatic paper guide that locks at exact setting shown in index window but can be changed in-

stantly. Stirrup handle operates with either the right or left hand. Sloped platform guides paper gently and accurately to punching anvil. Roomy wasteholder eliminates frequent emptying. Finished in gray baked-on hammertone with matched cushioned base of flocked rayon. Retails at $4.95. **For More Information Circle No. 173.**

SCHOOL ADDER-CALCULATOR

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., makes the Educator model of the Victor Automatic Printing Calculator, a two-in-one machine

To make typwritimg mistakrs is human

To ERASE WITHOUT A TRACE* is easy when you use A.W. Faber

ERASER STIK®

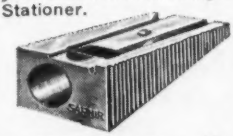
The original grey eraser point —always best for erasing.

the invention that changed the Nation's Erasing Habits.

* REG. TM 686,508

7099B with brush 20c. 7099 without brush 10c. Insist on the original and genuine EraserStik by registered trade mark.

SAPHIR Hand Sharpener works like magic. Gives you the correct point on your EraserStik—then stops sharpening. If you use one, you need the other. Ask your Stationer.



Shaped like a pencil, it sharpens like a pencil to any style point you prefer—blunt, medium or slender.

A.W. Faber-Castell
Pencil Co., Inc., Newark 3, N. J.

For More Information Circle No. 478

Fine-Rest Wall-Saver Chairs, by Globe-Wernicke, have slightly extended back legs which contact baseboard, leaving an "inch of protection" between chair back and wall. No-Sag springs, foam rubber cushioning, sturdy aluminum frame assure comfort and service. See your G/W dealer or write Dept. X-9.

GLOBE-WERNICKE

The Globe-Wernicke Co. • Cincinnati 12, O.

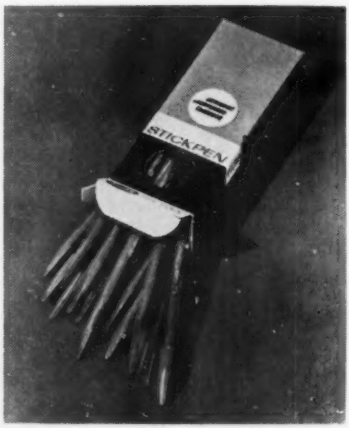
For More Information Circle No. 451

For More Information Circle No. 452

for teaching operation of an adding machine and a calculator. Machine comes equipped with a cover plate that fits over the automatic multiplication-division control switch, to convert the calculator into a 10-key adding-subtracting machine. Using the same machine, an instructor can teach adding machine operation to beginners and calculator operation to advanced students. This eliminates the need for two separate machines in classrooms. Victor's Automatic Printing Calculator divides, multiplies, subtracts and adds through one simple control. A manual, illustrating step-by-step applications of accounting procedures through the use of modern machines, is free with each Educator model. This $3 book contains 17 lessons with weekly tests for a one-semester course. **For More Information Write No. 484 on Inquiry Card.**

BALLPOINT PEN

Eagle Pencil Co., Danbury, Conn., offers a ballpoint in a smart new carton. Called Stickpen, it comes with red, black, blue and green molded plastic barrels,



matching the color ink contained. It has a precision-turned ball socket, stainless steel ball, silvered tip, non-corrosive brass cartridge, unbreakable molded barrel with comfort grip. A choice of fine or medium

30 day FREE trial

the

ELECTRO POINTER

world's finest
electric pencil sharpener!

Here's a sharpened tip for you that will make a very telling point: the ELECTRO POINTER is the biggest office efficiency innovation since automatic computing machines. If you don't agree, after 30 days, send it back . . . no charge . . . no obligation.

try it . . . and you'll buy it!

STILE-CRAFT

Manufacturers, Inc.

1825 MACKLIND AVE.

ST. LOUIS 10, MO.

For More Information Circle No. 363

STILE-CRAFT Mfrs., Inc.
1825 Macklind St. Louis 10, Mo.

Prove your point! Send me an ELECTRO POINTER for a 30 Day Free Trial. Then, bill me $32.95 plus taxes and shipping, if I decide to keep it.

YOUR NAME_____
FIRM NAME_____
ADDRESS_____
CITY_____ STATE_____

MORE Robertson® CAMERAS are in use TODAY than any other make

reasons?

1. More real value for the money
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3. Faster, easier operation
4. Longer service life . . . less maintenance
5. Most advanced design
6. Highest quality product
7. . . . THEY'RE BUILT AND BACKED BY THE LARGEST MANUFACTURER OF PHOTO-MECHANICAL EQUIPMENT IN THE COUNTRY . . . THEREFORE PUT YOUR TRUST IN A PROVEN PRODUCT

Meteorite Mk1A
Camera
Film Size
14" x 17"

Free! "Vertical Ups and Downs" — a manual on the operation of vertical cameras. Write for your copy.

There is a Robertson Camera for every photo-mechanical requirement . . . in the most economical size and model to match your needs. Ask your Robertson Camera Dealer for full details.

ROBERTSON PHOTO-MECHANIX, INC.
7440 LAWRENCE AVENUE • CHICAGO 31, ILLINOIS

Robertson PHOTO-MECHANIX®

For More Information Circle No. 300

tips is available at 29c, and with repro ink at 49c. Cap and clip are optional at 10c extra. Cartons hold 12 ballpoints. **For More Information Circle No. 107.**

RELIEF MAP

Conbell Equipment Co., 55 Commercial Rd., Addison, Ill., offers its 21" x 31½" relief map of the U.S. made of heavy

vinyl plastic at $9.95 with wall hanger. It is washable, three-dimensional, and backed with 24-ply white backing board, plastic coated. Map is bound in stainless steel double hem trim. All types of water soluble paint can be removed with ease. Title block can be custom imprinted at nominal charge for customer giveaways. **For More Information Circle No. 125.**

COLUMNAR SHEETS

S. E. & M. Vernon, Inc., 65 Duane St., New York, N. Y., introduces lithographed columnar pads and worksheets with numbered lines and columns. Improved colorfast ink resists dampness and provides a crisp, sharp appearance that is easier to work with. Numerous erasures can be made without smudging the lines. New method of production is said to guarantee that all sheets exactly match with no variation in ruled spaces. Sheets have a smooth writing surface to minimize writing fatigue. Covers are now printed in brown on flexible old gold pressboard. Pads and sheets are available in all popular rulings and sizes in white, canary, buff and green-white. **For More Information Circle No. 168.**

SERIALLY NUMBERED Autographs

Tops in Tags for PROFITABLE PROPERTY CONTROL!

Get these Benefits

Reduced capital expenditures
Dependable tax computations
Verifiable depreciation
Reliable insurance coverage
Longer productive life
Fewer losses and thefts
Higher trade-ins

La France INDUSTRIES, INC. 43

Glidden 2102

There's profit in Property Control, *increased operational efficiency*, when assets are tagged with Serially Numbered "AUTOGRAPHS". Adhesive-backed . . . *no unwieldy tools or awkward fasteners needed.* A cinch to mount in seconds *on any surface.* Attractive and easy-to-read, too. Lustrous .016" Alodized aluminum . . . not a flimsy foil. Try them. Millions in use. There's a reason!

FREE 16-PAGE BOOKLET "How to Plan A Profitable Property Control Program." Write for it.

METALcraft INC.
MASON CITY, IOWA

For More Information Circle No. 436

Raymond E. Girouard, President, Flamingo Products, Inc., Danville, Ill. says,

"Premier costs less to buy, saves us money every day"

"This remarkably efficient envelope opener saves us time and money in every department. Efficient distribution of the morning mail allows us to process orders and record payments earlier —there's no wasted time at the start of the day."

An Auto-Opener can help *you* save valuable time and money, too. Write for complete information and name of your nearest dealer.

$99.95*

HIGH SPEED ENVELOPE OPENER
Completely automatic! Shaves microscopic edge off envelope without harming contents. Opens 300 to 400 envelopes per minute...all sizes and weights, intermixed. Easily portable. Safe, compact, fully guaranteed! *Plus F.E.T.

PREMIER AUTO-OPENER

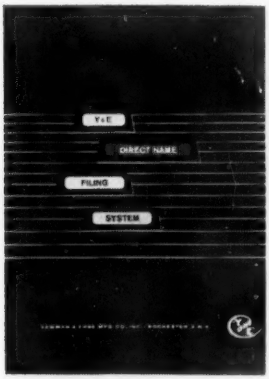
A PRODUCT OF MARTIN YALE, INC., 2100 W. FULTON ST., CHICAGO 12, ILL.

For More Information Circle No. 309

Literature from the Manufacturers

FILING

Yawman & Erbe Mfg. Co., 1001 Jay St., Rochester 3, N. Y., outlines the ten-second filing and finding method in its 12-page "Y&E Direct Name Filing System" brochure. It tells how the system works and the advantages of the indexing meth-



od, the function of component parts and the numeric feature. Key points for proper control of papers in and out of file are also covered plus the items used for good control. Special Direct Name systems for geographic, subject, numeric and decimal use are discussed and illustrated. For a copy, **Circle No. 116.**

PAPER CUTTERS

Challenge Machinery Co., Grand Haven, Mich., offers Publication F-667 that describes Challenge Lever Paper Cutters of the types used in duplicating operations, letter shops, schools, small printing plants, etc. Cutters with sheet cutting capacities from 19⅜" to 30½" are described, including both stand and floor models. For a copy, **Circle No. 159.**

PARCHMENT PAPERS

Paterson Parchment Paper Co., Bristol, Pa., has issued a descriptive folder on Patapar Translucent Parchment Copy Machine Masters which presents data on the materials used in diazo-type copying machines (Ozalid, Bruning, etc.), and explains the capacities of the masters to reproduce any typed, written, or drawn information with greater clarity, uniformity and speed. A brochure containing sample sheets is also available. Patapar 27-45, Sub. 12, is the lightest weight, while 35-45, Sub. 15½ is slightly heavier. Patapar 97-2, Sub. 44 is a rigid card stock. Sheet sizes range from 8½" x 11" to 28" x 34". For copies, **Circle No. 179.**

FURNITURE & ACCESSORIES

Metalstand Co., 11200 Roosevelt Blvd., Philadelphia 15, Pa., has a 4-color catalog illustrating its Statesman line of desks,

modular groups, modular accessories, filing cabinets, storage cabinets, Hilo and typewriter stands. Stressing Metalstand's versatility, it offers custom colors and special designs on request. For the catalog, **Circle No. 148.**

WORLD'S MOST MODERN DESK STAPLER!

THE ALL-NEW ARROW 210

DE LUXE Standard STAPLER

SAFE-FOOLPROOF-EASY-TO-OPERATE

This handsome, durably built, all-steel stapler brings you advanced features that make most other stapling machines old-fashioned —

- "Full Time" staple control
- Multiple stitch
- Wide base for balanced stapling
- Extra-large loading capacity

PLUS . . . other outstanding features

Comes in Office Decor Colors

Beige, Green and Gray **$5.95**

— or All-Chrome **$6.95.**

At Your Favorite Stationer — or Write for FREE Literature.

ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET • BROOKLYN 12, N. Y.

"Pioneers and Pacesetters for Over a Quarter Century"

For More Information Circle No. 453

another FIRST with FASTER SERVICE for YOU, the dealer . . .

ROGERSNAP RUSH-UP 24 HOUR QUOTE SERVICE

. . . on custom snap forms!

If you have been confused by complex ORDER FORMS, PRICE SHEETS, QUOTATION RESPONSIBILITIES — plus the LONG WAIT for confirmation, send for our NEW EXCLUSIVE "RUSH-UP 24 HOUR QUOTE SERVICE" kit for dealers! (contains NEW INFORMATION SHEETS, STICKERS and AIR POSTAGE GUARANTEED ENVELOPES).

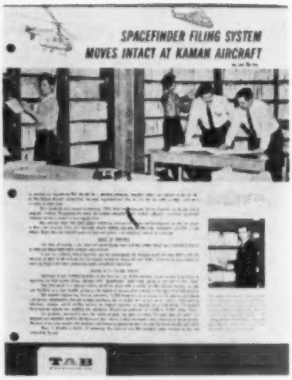
ROGERSNAP BUSINESS FORMS

P. O. BOX 10425 DALLAS 7, TEXAS

For More Information Circle No. 454

BLUEPRINT FILING

Tab Products Co., Dept. P, 995 Market St., San Francisco 3, Calif., offers literature describing a blueprint filing system which effects economies in time, space and labor, and which can be moved intact repeatedly. Written by Lee Burton of Kaman Aircraft Corp., Bloomfield, Conn., helicopter manufacturer, where rapid


SPACEFINDER FILING SYSTEM MOVES INTACT AT KAMAN AIRCRAFT

TAB

growth caused frequent moves of the engineering file section. With Spacefinder Files, these frequent, major moves were made with virtually no down-time. The company also saved 41% floorspace and found other advantages in the new Spacefinder design which features enclosed shelf filing with optional retractable doors. For leaflet No. 8, "Spacefinder Filing System Moves Intact at Kaman Aircraft. **Write No. 485 on Inquiry Card.**

PAPER EVALUATOR

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., offers a six-page Impression Paper Evaluator to aid in comparing and judging the qualities of impression papers. The Evaluator is a folder in which two types of paper may be inserted for comparison. Viewing windows cut in the jet-black cover assure that papers are subject to minimum outside influence. Paper properties such as shade, smoothness, formation, opacity, and caliper are explained in detail. The Evaluator provides

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Records *ROLL* to the clerk
Records *ROLL* to the clerk
Records *ROLL* to the clerk
Records *ROLL* to the clerk
Records *ROLL* to the clerk
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Records *ROLL* to the clerk with ROL•DEX

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faster, more efficient, more economical record handling with ROL•DEX! Records are immediately accessible—no waiting for hidden motor driven trays. Fewer personnel required to handle more records. Better control—easier supervision. Inquire now...

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Rol•Dex Division, Dept. FI, Jamestown, N. Y.
Please send ROL•DEX literature.

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(Company) (Street) .....

(City) (State) .....

Pat. and Pats. Pending

For More Information Circle No. 398

SAFE • CONVENIENT
ECONOMICAL • COMPACT

OFFSET PLATE STORAGE

Here is a complete system for storing that automatically organizes the material to be stored. It's tailor-made for plates, negatives, stencils and art.

Cabinets are all metal construction. Can be used individually or stacked. Six sizes.

Storage Envelopes are heavy kraft paper. Slip onto clips suspended from a crossbar in the cabinet . . . easy to insert or remove. Form on face of envelope has detailed information normally found on a job ticket. Three sizes—9½"x20"; 11"x16½"; 20½"x23½".

Send for Bulletin A700O.

nuArc® COMPANY, INC.
4110 W. GRAND AVE.
CHICAGO 51, ILL.

SALES AND SERVICE: NEW YORK • LOS ANGELES

For More Information Circle No. 444

a simple, graphic means for comparing one brand of duplicating paper with any other brand, and selecting the paper with properties essential to a particular application. For the Evaluator, **Circle No. 129.**

ROTARY FILES

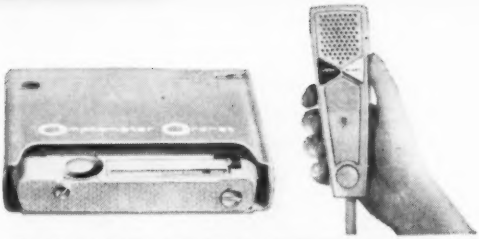
Wassell Organization, Inc., 225 State St., Westport, Conn., presents its 1960-61 line of horizontal rotary files and rotary-file desks in a 32-page illustrated brochure titled "Work Organizers for the Sixties."

With five pages of office floor plans and 14 of case-history photos and drawings, it shows personnel and space-saving factors of Corres-Files, Open Corres-Files, Rotor-File Desks, Spring-Dex Card Rotor-Files and Desktop Rotor-Files. For a copy, **Write No. 487 on Inquiry Card.**

ELECTRIC STAPLER

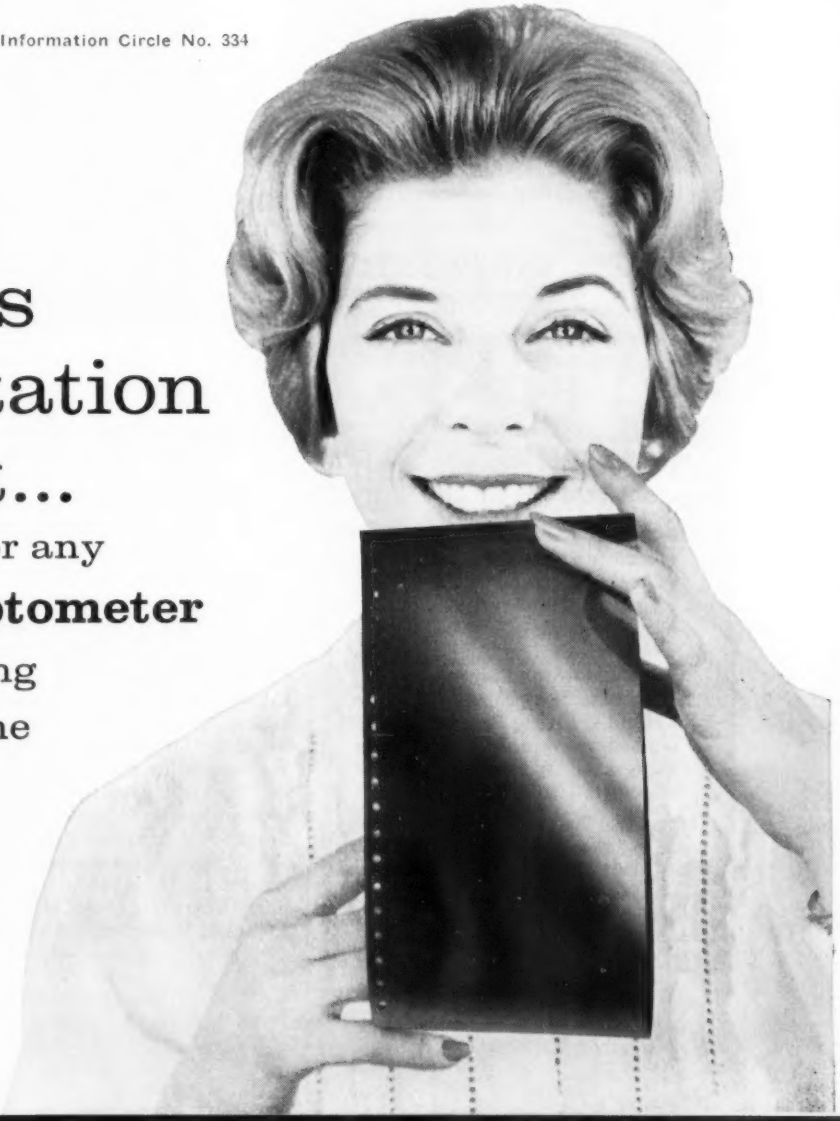
Staplex Co., 775 Fifth Ave., Brooklyn 32, N. Y., has released an illustrated 8½" x 11" flyer in two-colors describing its SE-77F electric stapler. Unit is operated by a solenoid mechanism said to save on current and maintain cool operation in spite of hours of use. Adjustable back gauge quickly sets to any depth up to 4½". Unit can handle up to 32 sheets of 20-lb. bond or mimeograph paper without adjustment. It is of dural construction, finished in gray or black crackle. It holds 210 standard ¼" staples. For the flyer, **Write No. 486 on Inquiry Card.**

This Erase-O-Matic magnetic dictation belt can be re-used literally hundreds of times. Offers you tremendous savings compared to ordinary grooved belts and discs, which can be used only once. Perfect dictation and transcription every time. For a demonstration, see the Yellow Pages under "dictating machines, Comptometer," or write Comptometer, Dept. 0-9, 5600 Jarvis Avenue, Chicago 48, Illinois.



COMPTOMETER
CORPORATION
BUSINESS MACHINES • BUSINESS FORMS • GOLF EQUIPMENT
COMMUNICATION EQUIPMENT • ELECTRONIC EQUIPMENT

For More Information Circle No. 334



This dictation belt...

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omptometer
ictating
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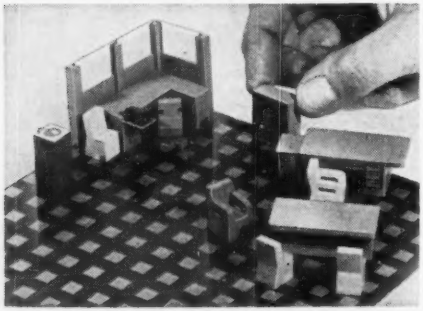
THE BEST PLANS ARE MADE WITH PLANOMATIC 3 D MODELS



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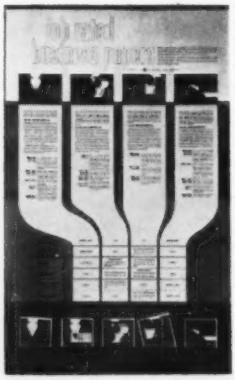
DUPLICATING PAPER SELECTOR

Kimberly-Clark Corp., Neenah, Wis., offers a Business Paper Selector Chart giving recommendations on the types of paper to use for different office duplicating processes. At a glance it gives the paper user full information on office reproduction processes and the characteristics of the papers designed specifically for



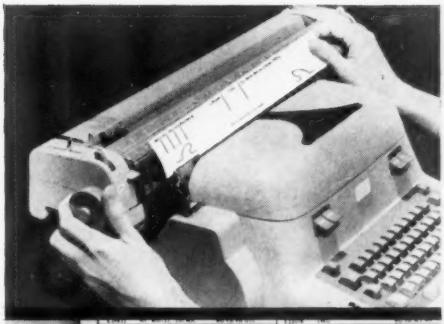
each process. It gives information on papers for typewriters, spirit duplicators, stencil duplicators and offset duplicators. It also gives recommendations on the types of Kimberly-Clark business papers to use or not to use, for each process. It is printed on Kimberly-Clark's Texoprint plastic coated and impregnated printing paper for durability and long use. For the chart, **Write No. 488 on Card.**

VERTICAL CAMERA

M. P. Goodkin Co., Dept. P, 112 Arlington St., Newark 2, N. J., describes its redesigned Vertical 18″ Camera in a new mailing piece. This camera is intended primarily for the preparation of regular line and halftone negatives, yet is suited for the first steps of xerography and matrix-transfer systems like Ektalith and Gevacopy. It makes negatives, direct paper-to-paper photocopies and transfer masters to 14″ x 18″. Its standard lens enlarges to 3x and reduces to 1/3. For literature, **Write No. 489 on Card.**

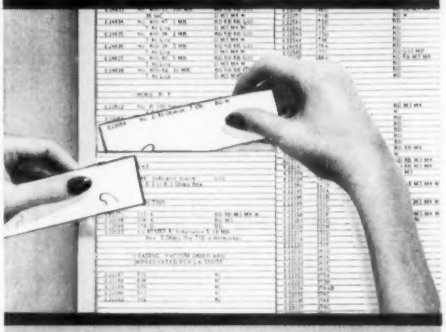
type

each item change on a separate card



insert

. . . into your Acme photo panel



print

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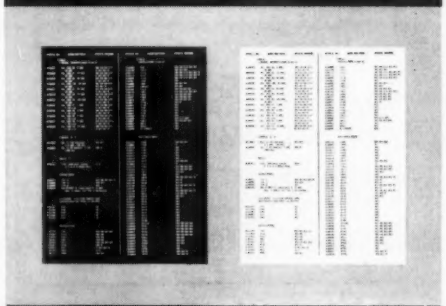

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PAY SYSTEMS

Colonial Pay Systems, 199 Lafayette St., New York 12, N. Y., announces i will complete a self-explanatory, fully illustrated, descriptive price list and catalog Sept. 9. Expansion of demand and additions to the line of systems created need for the new price list. Cross reference of items in the catalog of one

writing systems to photographs is graphi and complete. All Colonial Pay check have been redesigned to accommodat printing the MICR characters for auto matic check sorting. Dealers and salesmen will find this moderately priced quick reading publication an on-the-spo sales reference eliminating need for thorough advance study of Colonial system **For More Information Write No. 490 o Inquiry Card.**

STEEL LOCKERS

Penco Div., Alan Wood Steel Co., 20 Brower Ave., Oaks, Pa., has a 24-pag catalog describing its line of steel locker This Catalog No. 600 illustrates and give details of nine locker styles: single tie double tier, multiple tier, two-person, dua duplex, air-lite and special lockers an basket racks. Complete dimensional da are given. Design and construction fe tures include full-loop door hinge, ti head construction, intermembered do

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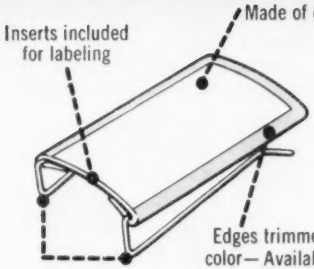

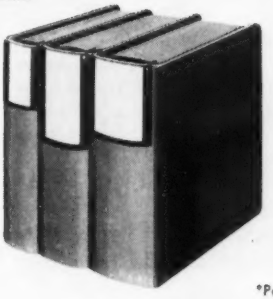

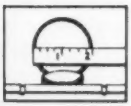

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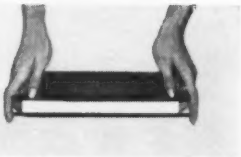

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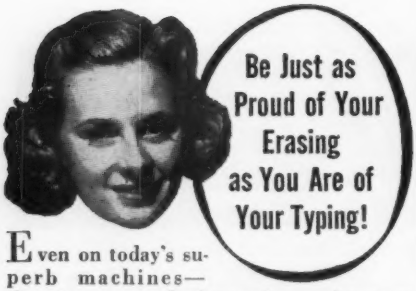

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For More Information Circle No. 443

frame, fixed door handle and Auto-Lock (eliminating locker door handles by a heavy-duty key to operate latching mechanism). A section provides basic locker information of use in planning an efficient, economical locker layout. For the catalog, **Write No. 492 on Inquiry Card.**

STOCK FORMS

Carteret Printing Co., 480 Canal St., New York 13, N. Y., offers its 1960 26-page catalog of stock forms, business systems and correlated equipment. Included are tabulating and register forms. Illustrations, descriptions and prices are provided on all items. For the catalog, **Write No. 491 on Inquiry Card.**

ACCOUNTING SYSTEM

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., explains how to convert present bookkeeping practices to economical, flexible punched tape accounting in a six-page pamphlet. Both a printed and punched tape are produced in one simple adding machine operation. Designed for accountants who wish to save write-up time and have more time for other tasks, the system involves the Victor Data Punch Adding Machine for preparing raw data and the use of a service center for processing. Explanation of procedure and samples of resulting accounting reports are included. For the pamphlet, **Write No. 493 on Card.**

UTILITY CARTS

Paul O. Young Co., Line Lexington, Pa., offers a 30-page illustrated catalog describing new sizes and styles of the utility Serv-i-Carts line which includes five shelf trucks, newly developed cleaners' trucks, appliance handling trucks, and extra large collector carts. Catalog also details Young's collector carts, linen trucks, canvas bags, and materials handling equipment. Includes list prices and shipping information. For catalog No. D-63, **Write No. 494 on Inquiry Card.**

OFFSET INKS

Van Son Holland Ink Corp. of America, Mineola, N. Y., offers two new metallic colors—amber and brass—among 14 Opalescent Offset Inks shown in a 50-page color swatch book. Also seven Tulip Tints to-

A file clerk's fancy always turns to thoughts of PENDAFLEX®!

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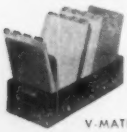

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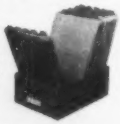

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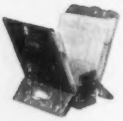

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For More Information Circle No. 344

gether with the full line of regular stock and custom colors are shown, numbering more than 100. A preface describes the working qualities of the various items as well as the use of additives. For a free copy, **Write No. 495 on Inquiry Card.**

DESK ACCESSORIES

Sengbusch Self-Closing Inkstand Co., 12-9 Sengbusch Bldg., Milwaukee, Wis., has produced two eight-page, three-color folders. One details the company's line of Handi-Pen Desk Sets and Moisteners.

The other covers its full line of Kleradesks, Build-Up Desk Tray, Cata-Rack, Adapto-Rack, and File-A-Sist. Also available: a new accordion type, multi-fold sales promotion piece embracing the entire Sengbusch line. For copies of all three, **Write No. 496 on Inquiry Card.**

FORMS

Uarco, Inc., Dept. TA, 300 W. Congress Parkway, Chicago 7, Ill., describes the services offered by a company that specializes in the design and production of forms in a new booklet. For every dollar spent in purchasing business forms, 20 more are required in using them—preparation, typing, handling, filing, etc. This means that the slightest error in design, construction, or production can be magnified many times in extra clerical preparation, handling, or cost. The booklet explains how a forms company works to provide the best in forms and systems, and assure maximum dollar value for the forms used. For a copy, **Write No. 497.**

For More Information Circle No. 285→

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For More Information Circle No. 479

DATA PROCESSING

Friden, Inc., San Leandro, Calif., offers a 28-page booklet, "Friden IDP Products in Action," covering over a dozen major data processing systems controlled automatically by Friden machines. Step-by-step illustrations and concise explanations of such diversified applications as letter-writing, purchasing, manufacturing control and bank check coding convey the overall versatility of this equipment. The booklet serves as a handy reference guide as well. Most of Friden's tape-operated machines are presented: Flexowriter for document writing, Computyper for invoicing, Teledata for code transmission, Collectadata for collecting work data, and Selectadata auxiliary unit for data selection-readout. The building-block concept allows various auxiliary input-output units to be connected to a Flexowriter to provide varying degrees of automation as the system demands. Auxiliary units include tape, edge card, and tab card readers; tape and edge card punches; tab card punch control; and Selectadata readers. How these hookups are integrated with allied equipment and their functions is illustrated. For the booklet, **Write No. 498 on Inquiry Card.**

PRINTING PAPERS

Hollingsworth & Whitney Div., Scott Paper Co., Chester, Pa., offers fingertip reference to five grades of Mobile printing papers in a colorful swatch booklet. Swatches of Mobile Vellum, Index, Ivory Tag, White Tag, and Cream Postcard with descriptions, stock sizes and weights of each grade help select papers for brochure covers, menus, reply postcards, counter and display cards, shop manuals, posters, car signs, utility bills, etc. Samples are attached by grommets in the booklet which when unfolded segregates the five paper grades. Folded the book is 4"x9½". The bright whiteness of Mobile Vellum, Index, and White Tag, is made possible

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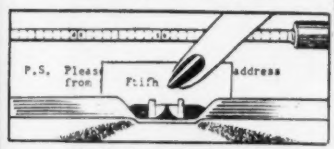
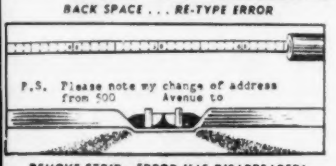
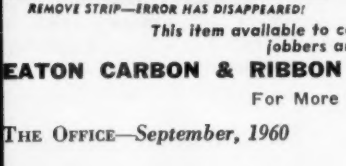
Package of 32 1x2¾ inch strips plus 8 2x2¾ inch strips—corrects 1000 errors







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DESK-n-DOOR markers

One or two lines, up to 20 letters per line

Desk Marker bases — solid walnut or solid hardwood with polished ebony finish.

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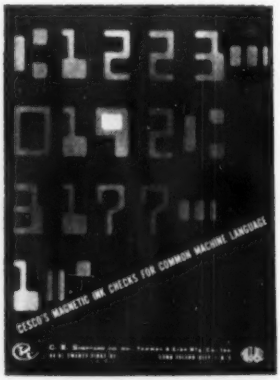
MICR CHECKS

C. E. Sheppard Div., Yawman & Erbe Mfg. Co., 4401 21st St., Long Island City 1, N.Y., offers a brochure covering checks printed in magnetic ink. The brochure is meant to assist banks and depositors by providing them with a design



service for magnetic ink character recognition checks. This Cesco publication outlines the general design of its stock check formats. It contains the rigid printing specifications set up by the American Banking Assn. for checks used with electronic equipment for automated check sorting procedures. For a copy, **Write No. 499 on Inquiry Card.**

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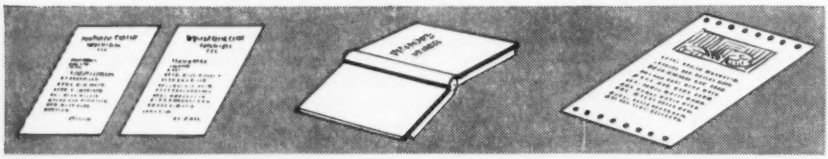

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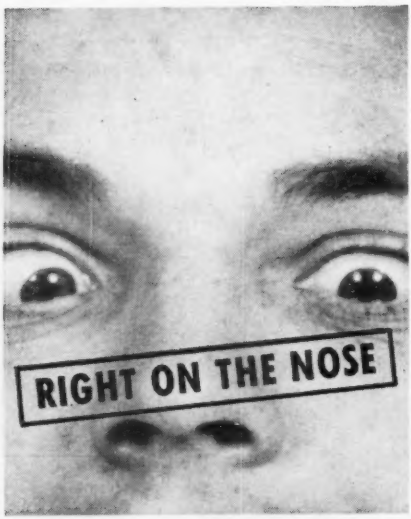
INTERNATIONAL PHOTOCOPY CORP. **Dept. O**
564 W. Randolph Street, Chicago 6, Illinois

Please send more information about MARK III.

NAME.....
POSITION.....
COMPANY.....
STREET.....
CITY.....ZONE.....STATE.....

For More Information Circle No. 256



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Now positive "in-register" continuous carbon interleaved forms everytime – designed especially for tabulating, Teletype and all other high speed writing and billing machines.
Each copy and carbon marginally electro-glued guaranteeing last copy impression clear and accurate as the original.

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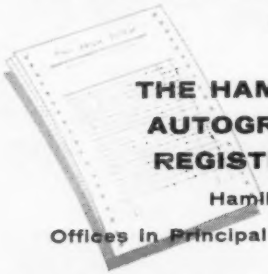
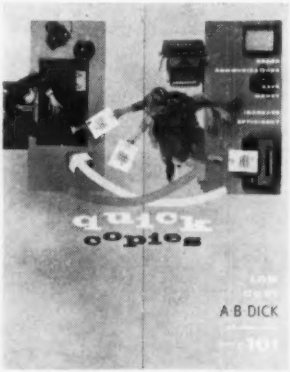


THE HAMILTON AUTOGRAPHIC REGISTER CO.
Hamilton, Ohio
Offices in Principal Cities

For More Information Circle No. 468

PHOTOCOPIER

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., offers a four-color, six-page brochure describing the Model 101 photocopier. It uses color to illustrate



the many types of originals that 101 can copy and includes a list of copying applications that save money and time in any office. For the brochure, **Circle No. 183.**

LEASED LIGHTING

Smithcraft Corp., Chelsea 50, Mass., announces the Smithcraft Lease-Light Plan, by which owners and tenants can lease fluorescent lighting equipment for new or old buildings. The plan permits owners or tenants in the U.S. and Canada to rent or time-pay lighting modernization or new construction, while freeing working capital for other uses. The total contract price can be as low as $1250, with or without installation costs included. There is no upper limit. Smithcraft pays the distributor and electrical contractor, while payments by the user are made to General Electric Credit Corp. Installation costs may be included in the leased package. Smithcraft's brochure contains most of the information necessary to plan a complete lighting installation under the Lease-Light Plan. A chart of approximate monthly rental charges is included, as well as a comparison of the total capital invested when buying, renting, or timepaying for installed lighting equipment. For the brochure, **Circle No. 176.**

This machine can unplug your mailroom bottleneck *once and for all*

This is the Friden-Ertma Mail Inserter. Controlled by a single operator, it automatically gathers up to eight enclosures (including punched cards), inserts them into envelopes, then seals, counts and stacks the envelopes—all in one swift operation.

The Friden-Ertma is extremely flexible—you purchase your machine with the exact number of stations you now require, add more (up to a total of eight) as you need them. Installation is easy as plugging in a lamp. Set-up, loading and job changeover are quick and simple, require no tools whatsoever.

Special open feed station available for cycle billing and similar applications. For complete information, call your Friden Man. Or write: Friden, Inc., San Leandro, California.

THIS IS PRACTIMATION: Automation so hand-in-hand with practicality, there can be no other word for it.

Friden Creates A New World For Business®

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SALES, SERVICE AND INSTRUCTION THROUGHOUT THE U. S. AND WORLD

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SWIFT

presents the most remarkable adding machine ever designed!

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It is the world's lightest (6½ lbs.) and the most inexpensive (99.50) adding machine with nine column capacity, two-color printing and visible adding dials.

Once you have used the truly portable Swift Adding Machine in your office, store, home, or travelling —you will never be satisfied with any other!

ADDITIONAL OUTSTANDING FEATURES

No extra stroke required for totals or sub-totals; non-print lever for calculating—large size pica type for readability—short stroke handle for fast (150 OPM), easy operation.

only $99.50 plus tax

At better Office Machine Dealers everywhere or write for information TODAY.

SWIFT BUSINESS MACHINES CORPORATION
GREAT BARRINGTON, MASSACHUSETTS

For More Information Circle No. 321

Tying Machines Necessary for Large Volume Mailings

VOLUME MAILING operations depend much upon tying machines. Lack of a tight tie in a stack of mail can bring complaints from the post office when mail comes loose, and prevents the company from taking advantage of the bulk mailing rate. A machine that breaks down and causes a production bottleneck can result in late mailings and lost time. According to the management of Western Empire Direct Advertising Co., San Francisco, one of the country's largest direct mail firms, tying machine selection criteria are very important. "One of the chronic complaints channeled back to us," said W. E. Sites, general manager, "was that on occasion mail in transit was coming loose in the sacks. In addition, our ma-

Racks of outgoing mail go to the tying machine where mail for each destination is tied into bundles.

finding and filing *takes just Seconds*

with BARKLEY TAB GUIDES

Modern offices use Barkley Tab File Guides because they make the job so easy. How? Well, each tab is both angled and magnified—takes only a glance to find the file you want. And Barkley Tabs are durable—stand up under constant use for years. The next time you make up your supply list . . . *be sure to add Barkley Tab File Guides . . . at the top.*

At all leading stationers.

C. L. BARKLEY & CO.

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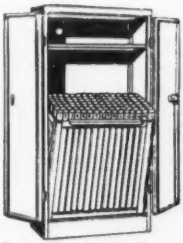
For More Information Circle No. 463



Patent No. 1610368

CONFIDENTIAL MAP FILE MT4 — WITH LOCKING DOORS

STURDY METAL CABINET map file, has 112 tilting tubes. Easy to file and find maps, tracings, blue prints to 60".

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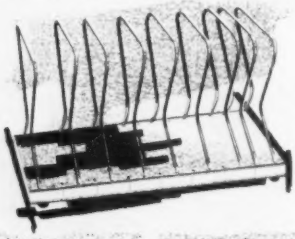
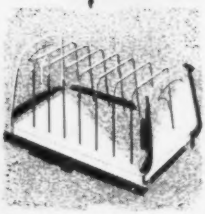
Sengbusch

OFFICE AIDS STYLED

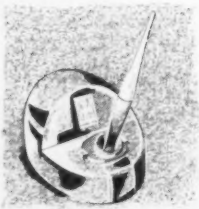
to save and serve!

ADAPTO-RACK. Has nine adjustable compartments. Flexibility permits widest range useage . . . from letters to brochures, even catalogs.





Cata-Rack. Increases efficiency, improves office appearance. All steel.



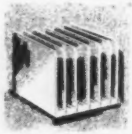
"Capillary Action" Handi-Pen Desk Sets. Leak-proof, will not overflow.

No-Over-Flo Sponge Cup

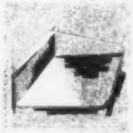
Ideal Sanitary Moisteners

"Build Up" Horizontal Desk Tray.

Flexible Steel Kleradesk — Model D



Flexible Steel Kleradesk — Model 6V



File-A-Sist Speeds Filing

Write today for full information and prices.

Sengbusch

12-9 Sengbusch Building
Milwaukee, Wisconsin

For More Information Circle No. 464

chines were down too often.

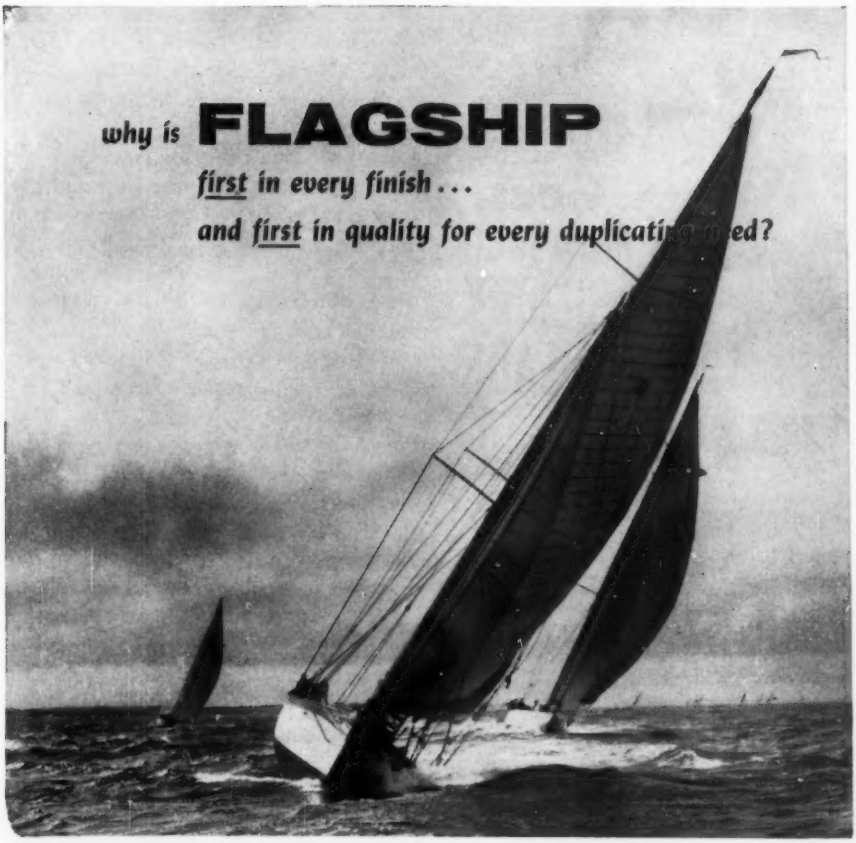
"In the early '50s we entered a period of considerable growth. As a result, it became necessary to make sure that we purchased equipment that was right for the job. In the same year, Western Empire decided to install tying machines made by B. H. Bunn Co., Chicago. Two were purchased at that time, and three more have been added since, as the company's mailing volume has grown."

Tying time was also reduced as much as 38%. Tying costs were cut 18%, largely through elimination of many maintenance expenditures. Since they have been installed, maintenance costs on the machines have been nominal.

In 1959, Western Empire mailed more than 80 million pieces. A typical day's work may consist of 10,000 to 12,000 mail bundles. The company has processed as many as 20 million pieces of mail on a single order.

Here's how the Bunn machines are integrated into Western Empire's opera-

Tying tabloid newspapers. Machine ties bundles of different size and shape without adjustment.



The FLAGSHIP Line of metallic back carbon papers has earned its number one rating by superior performance. When you offer FLAGSHIP your customers get longer wear, cleaner copies without feed-roll streaks, and the non-slip and ease of handling features that only FLAGSHIP provides—all at no extra cost! Ask the dealer who has a FLAGSHIP franchise and he'll tell you that with FLAGSHIP you'll sell more carbon easier than you ever have. And repeat orders go to you because your franchise is protected.

But FLAGSHIP is only a part of a broad line of fine Allied products—for every duplicating need from orange diazo carbons, a complete line of spirit products, to fluid-eradicable ribbons.

The franchise may be open now in your vicinity.

Write today for more information on how to make your carbon and ribbon sales an important profit producing source for you.

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Visit us at booth #136
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General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3425 So. Main, Los Angeles 7, Calif.

For More Information Circle No. 440

Goes new 1960 HOLIDAY LETTERHEADS

ADD TO YOUR PROFIT!

Goes Holiday Letterheads gives you . . . and your customers a choice of over *52 new and sparkling holiday designs* . . . plus correlated envelopes. Envelopes designed to match and to express the holiday season.

ADD TO YOUR PROFIT!

Goes Holiday Letterheads . . . lithographed in "Holiday-mode" *glamorous colors. Many with added gold* . . . All are "imprint-ready" when delivered to you. Available in quantities that will meet and match your specific requirements.

ADD TO YOUR PROFITS!

Goes Holiday Letterheads are priced to bring you maximum discount . . . *maximum profits* . . . to add to your regular shop mark up.

ADD TO YOUR PROFITS!

Goes Holiday Letterheads are lithographed by craftsmen . . . in a shop with over 80 years of experience. This experience is passed on to you in prices that reflect the maximum profit available to you through the imprint and sale of Christmas . . . *Holiday Letterheads.*

NOW . . . ADD TO YOUR PROFITS . . . NOW!

Samples are ready . . . Mail the coupon today.

Goes LITHOGRAPHING CO.
42 EAST 61ST STREET, CHICAGO 21, ILL.

Yes: We want to show GOES 1960 HOLIDAY LETTERHEADS. Please send a FREE sample kit to:

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

For More Information Circle No. 465

tion. Mail is addressed and enclosures are inserted into envelopes by automatic inserting machines. Then it is channeled to the tying station in segreated groups, according to destination. Stacks of envelopes addressed to the same post office are picked up and put on a tying machine. The stacks, which vary in size, may consist of 50 to 100 pieces of mail. The machine will tie these different sizes in any sequence without adjustment.

To make a tie, operator picks up a stack, places it on the table of the machine, and steps on a foot trip. This causes a revolving arm carrying twine to encircle the bundle. The bundle is then turned ninety degrees and the arm encircles the stack again for a cross tie. At the end of the second revolution, the machine ties a slip-proof, post office approved knot and cuts the twine—all in less than three seconds. All that remains to do is to drop the bundle into a mail sack.

Other types of mail are handled similarly. Western Empire mails post cards, circulars, tabloid newspapers and house organs, or any other type of literature. One reason for there being practically no complaints concerning mail coming loose in the sacks is the type of tie

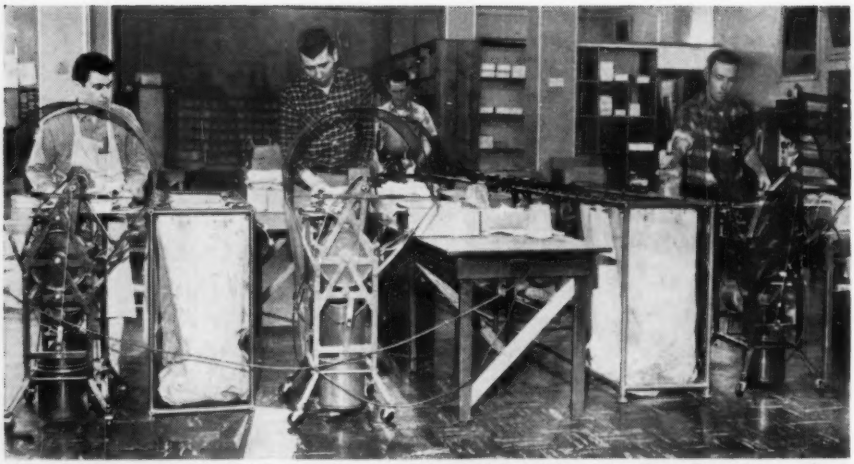
For More Information Circle No. 466

.....Just one more tally sheet with those crazy fence-post marks 𝍸 𝍸 and that would have been it!

But now...we have a MULTIPLE-TALLY by DENOMINATOR and we do all our sort-count jobs in half the time—and it's much more accurate. You don't need paper or pencil—it's easy—really fun! Get one and see! For FREE brochure write Dept. O-62.

The DENOMINATOR COMPANY, Inc.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for over 45 years

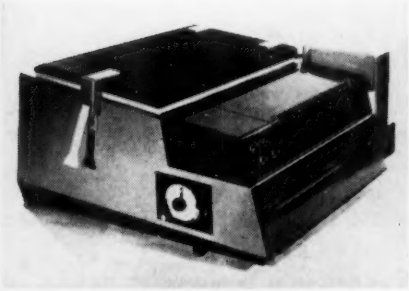
For More Information Circle No. 358



Bunn tying machines at Western Empire Direct Advertising Co., San Francisco, where more than 80 million pieces of mail are handled annually.

the machine makes. It is a double loop, non-slip knot which becomes tighter when tension is put on the string. Yet a pull on the cut end of the twine will untie the knot, so that the mail carrier does not have to cut the string.

For More Information Circle No. 467



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CASTEX 60 PHOTOCOPIERS

Make a copy in 20 seconds of black-and-white or colored originals, on one or two-sided paper, airmail paper or cardboard. • Make up to 15 copies from one negative. • Make offset plates. • Make film masters for diazo printing. • Make copies under any lighting conditions.
Copy from one and two-sided originals, books and any document. Castex 60 Photocopiers are made in two sizes for copying up to 9¾" x 13¾" and up to 13¾" x 17¾"; in models for only photocopying or both photocopying and heliographic printing. Handling liquids unnecessary. We also make a complete line of printing and developing machines.

CASTEX *Distributorships available. Write for full information.*
46 Rue Sainte Anne, Paris (2), France

For More Information Circle No. 271

PRINTERS — STATIONERS — DEALERS

CARBON INTERLEAVED SINGLE SET
CONTINUOUS & TABULATING
CUSTOM, STOCK & STANDARD
FORMS

DISTRIBUTED THROUGH DEALERS & STATIONERS EXCLUSIVELY

NATIONAL LITHO FORMS CO.
18423 EUCLID AVE., CLEVELAND 12, OHIO

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ZIP-O-RITER

Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.
3875 GARLAND ST., WHEAT RIDGE, COLORADO

For More Information Circle No. 273

IT'S VISIBLE

MODEL 41C CARBON COPIES NUMBERING MACHINE

Will make up to 12 good carbon copies.

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AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVENUES
BROOKLYN 8, NEW YORK
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For More Information Circle No. 274

NEW

Model "S" Moistener

Will moisten labels up to 5¾" wide!

Speeds up mailing operations for every one of your customers!

- Takes any paper thickness
- Large water capacity
- Wick roller action
- Perfect for labels, envelopes, stamps

$5.00 slightly higher, west of Rockies

Model "DG" Double Gummed Label Moistener **$6.50**

Model "C" Moistener **$5.00**

Glue-Fast

Glue-Fast Equipment Co., Inc.

9-K White Street New York 13, N. Y.

For More Information Circle No. 470

Management Meetings

(Continued from page 176)

endlessly around the issue without regard to what the facts may actually be; worse, they may agree on a compromise of the facts and proceed to a decision based on guesswork.

Although it is not necessary that all participants have premeeting assignments, such assignments usually help to stimulate interest and enthusiasm.

Determination of Appropriate Conference Style. The style of a conference is largely dependent on the objectives sought; in turn, the style of meeting generally determines the degree of control which the leader exercises over the proceedings. It is necessary for the leader to understand the following meeting styles so that he may determine in advance which style is most appropriate.

- The "learning" meeting is designed to communicate new information to participants and give them the opportunity to discuss the subject. Firm direction and control, but not

OFFICE MANAGERS—
Now's the time to Cut Office Expenses As you Build Office Efficiency

Use Gardner's SUPER-RITER & FOTOCOPY Office Desk Pens and $ave. Mfg. to uniform **Exacting** specifications. Inks in both pens tested & found to be satisfactory after minimum 2 years normal shelf storage. Inks unaffected by exposure to elevated or sub-zero temperatures for extended periods of time. Tests ranged from 140°F above to 40°F below zero. Only FORMULABS® pretested inks used!

SUPER-RITER Superthin point for visible record cards, charts, fine figure work—Accountants, Auditors, Bankers, Bookkeepers.

FOTOCOPY for use with Thermo-fax & other copying machines. Blue, Black, Green, Red ink.

Talk about Economy! We pay postage anywhere in U.S.A. Your NET Cost: Retail 39c each.

1 doz.	—$ 3.25	Both Super Riter & Fotocopy pens and ink colors may be assorted in doz. lots
3 doz.	— 3.10 doz.	
6 to 11 doz.	— 3.00 doz.	
1 gross	— 28.50 gro.	
2 gross up	— 24.00 per gro.	

10 day Return Guarantee. You can't lose. Buy in quantity and $ave. Order now from:

GARDNER STAMP COMPANY
166 S. Washington St. Wilkes-Barre, Pa.

For More Information Circle No. 471

domination, are necessary by the leader.

- The "report" meeting involves direct presentation of reports by participants, usually with little or limited opportunity for discussion. It requires guidance and direction over the proceedings.
- The "creative" meeting (in its more extreme form it is known as "brainstorming") is designed to create new ideas or expand existing ones. The leader should exert a minimum of control and then only when necessary to insure the meeting continues to be free-flowing on the specified subject.
- The "decision-making" meeting draws together the viewpoints of all functions having an interest in the specific subject, with the objective of forming this thinking into a decision on which action will be based.

Provision of All Necessary Facilities. The final step in planning involves arranging for the necessary facilities. This includes an appropriate meeting room, tables, chairs, note pads, pencils, and visual aids.

Conclusion. Any meeting succeeds or fails according to the preparation devoted to it. Recognition and application of the points mentioned should result in thoroughly planned and organized meetings that will be effective in achieving the desired objectives. Sound judgment is necessary in determining the appropriate degree of planning for each meeting, as too much planning can lead to the strangulation of the participants' initiative.

Colonial PAY Systems
NEW YORK CITY 12, N.Y.

SIMULTANEOUS POSTING FOR THE SMALLER OFFICE

You get the best features of machine bookkeeping—at a modest cost. With training that takes minutes, anyone can do your payroll, accounts receivable and accounts payable on the Colonial Pay Posting Platen. Without loss of pace additional staff can be added for peak seasonal loads. A very low investment streamlines your current accounting procedures without disruption.

Dealers: Write on Your Letterhead

Colonial PAY Systems

Division: Colonial Salesbook Corp., 199 Lafayette Street, New York 12, N.Y.

For More Information Circle No. 472

SAUNDERS MFG. CO., INC.

MANUFACTURERS OF DURALUMINUM
HOLDERS
FOR HANDWRITTEN
BUSINESS FORMS

P. O. Box 243, Winthrop, Maine

LIGHTWEIGHT WEATHERPROOF

SEND FOR NEW CATALOG NOW

For More Information Circle No. 473

News of the Office

Visual Communications

Plans for the 4th Annual Visual Communications Congress in Chicago, Dec. 3-6, are said to promise another interesting program for some 7000 expected to attend. The American Institute for Design and Drafting is co-sponsor with the Society of Reproduction Engineers. For details write Visual Communications Congress, 10600 Puritan Ave., Detroit 38, Mich.

Employment Outlook

More than 67% of over 2500 business leaders queried in an independent, nationwide survey by Manpower, Inc., predicted that employment will stay at present levels during the third quarter of 1960. Elmer L. Winter, Manpower president, said that 23% of the executives predicted an increase in their employment needs during the third quarter. Only 3% anticipated a decrease. Survey results from Canada were almost identical.

Two IMS Meetings Set

The 24th Annual National Industrial Engineering and Management Clinic sponsored by the Industrial Management Society will take place Oct. 13-14 at the Conrad Hilton, Chicago. It will report on latest developments in the fields of time and motion study, work simplification, job evaluation, methods, production control, plant control, materials handling and human relations. Also, the 4th Annual Executives Techniques for Industrial Engineers—a seminar sponsored by IMS—is scheduled for Oct. 11-12 at the Congress Hotel, same city. Inquiries to the society at 330 S. Wells St., Chicago 6.

FGAA Management Institute

The Baltimore Chapter of the Federal Government Accountants Assn., will hold its Financial Management Institute, Sept. 20-21, on the campus of Groucher College, Towson, Md., near Baltimore. Topic will be "Statistical Sampling as an Aid to Management in Government and Business." Details from Federal Government Accountants Assn., Baltimore Chapter, Box 1015, Baltimore 3, Md.

Systems & Procedures Course

American Management Assn. is offering a systems and procedures course in upstate New York this summer and fall. Consisting of three one-week units of study and practice in the principles, skills, and tools of systems and procedures management, the program is based on practical operating experience. Complete details from Richard E. Basile, AMA Academy, Saranac Lake, N. Y.

1960 Typing Contest

Due to the success of the typewriting contest held last year, a 1960 contest will be held in conjunction with this year's National Business Show. The contest is sponsored by Alpha Chapter, Delta Pi Epsilon. Details from G. H. Gutekunst Jr., National Business Show, 530 Fifth Ave., New York 36.

Set in seconds, the

small, portable FH Folding Machine can fold up to 80 letters a minute. Disposes of a drudgery job, saves time, boosts morale. Costs less than a standard typewriter!

So easy to use! Set it by moving two knobs on inch scales to fold sizes wanted. Makes eight basic folds. Has semi-automatic feed. Handles standard papers, from 3 by 3 to 8½ by 14 inches. Big convenience for correspondence. Light, portable, one FH can work for several departments. Can also be attached to PB's Model 3300 Inserting Machine for folding and inserting at the same time.

Ask any Pitney-Bowes office for a demonstration, without obligation. Or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of current postal rates, including recently increased parcel post rates.*

Pitney-Bowes
Folders & Inserters

Made by the originator of the postage meter . . . branch offices in 139 cities, coast to coast.

PITNEY-BOWES, INC.
3406 Walnut Street, Stamford, Conn.

Send free ☐ booklet on PB Folding and Inserting Machines ☐ postal rate chart.

Name _____

Address _____

For More Information Circle No. 373

THE ONLY ELECTRIC

SPIRIT DUPLICATOR WITH LEVER AUTOMATION!

The new Copy-rite duplicating machine is electric, compact, completely automatic, modern and streamlined in design. Takes all sizes from postcard to 9 x 14. Occupies only 16" x 24". Carries the famous Copy-rite Full Year Guarantee. By far the greatest advancement in the spirit duplicator field!

Free Demonstration. *Send us your name on a postcard. We'll arrange a demonstration in your office without cost or obligation.*

WITH THESE EXCLUSIVE FEATURES:

- **One single lever for all operating actions**
- **Automatic stop after paper load is exhausted**
- **Exclusive margin adjustment during operation**
- **Pilot light signals end of run**
- **New feed table with no rubber parts**

Copy-rite 1201 CORTLAND STREET
CHICAGO 14, ILLINOIS

WOLBER DUPLICATOR AND SUPPLY COMPANY

For More Information Circle No. 306

NOMA's Fall Exposition

An attendance of over 10,000 is anticipated at the fall conference and exposition of National Office Management Assn., Oct. 10-12, at the Atlanta Biltmore Hotel, Atlanta, Ga. For details write National Office Management Assn., 1927 Old York Rd., Willow Grove, Pa.

Work Sampling Film

An industrial motion picture on work sampling is available to provide industrial and business organizations with an economical, convenient method of familiarizing employees with this technique. Called "The Principles and Application of Work Sampling," it is available from Industrial Education Film Library, 3 Palmer Sq., Princeton, N. J.

Writing Institute Formed

The American Industrial Writing Institute has been established to improve the quality of business and technical communications. It resulted from the merger of Technical Writing Improvement Society (TWIS) and Western Technical Writing Institute (WTWI). John L. Kent was named director. A $75,000 national headquarters building and library is planned. Details from American Industrial Writing Institute, Box 5453, Pasadena, Calif.

Equitable Moving Contract

What is described as "the largest commercial move in history" will be made by Weissberger Moving & Storage Co. next spring when Equitable Life Insurance Society of the U. S. goes from its present New York offices to a new structure on Avenue of the Americas in that city. The move involves desks and equipment for 7500 people. According to Arnold Weissberger, the only comparable transfer is the current move of the Brazilian capital from Rio de Janeiro to Brasilia. The bulk of the Equitable move is expected to take place over one weekend.

New EDP Service

Charles J. MacGarvey, special consultant, American Express Field Warehouse Corp., was named vice president-financial systems, Data Patterns Inc. He will direct the firm's EDP consultation service for banks, brokerage and similar organizations. A brochure describing this and other new services is available free from Data Patterns Inc., 22 East 17 St., New York 3.

Bank Equipment Exhibits

What is described as the largest collection of bank equipment exhibits held anywhere in the country this year will be seen

Management Center do Brasil, located in Sao Paulo, is the first overseas center of International Management Assn., affiliate of American Management Assn. A seminar on profit planning and preservation, in English and Portuguese, was held here recently

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- FACSIMILE MASTER PREPARATION,
- AUTOMATIC TYPEWRITERS,
- AUTOMATIC DATA PROCESSING,
- COMMUNICATION TRANSMISSION,
- IMPRESSION STAMPS,
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Over 200 pages of helpful information, and illustrations (including 100 pages of advertising by duplicator manufacturers, with Buyer's Guide index).

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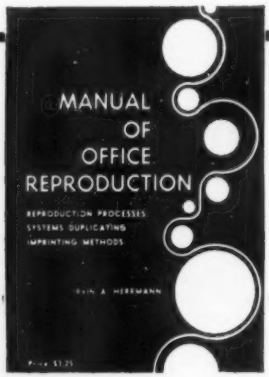

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by delegates to the 36th Annual National Convention of NABAC, Assn. for Bank Audit, Control & Operation. Forty-six firms, occupying 107 booths, are expected to exhibit. Place is the Statler Hilton, Los Angeles; dates, Oct. 9-12. Details from the Assn., 38 S. Dearborn St., Chicago 3.

Office Equipment Leasing

A plan to lease office furniture and steel equipment made by Columbia-Hallowell Div., Standard Pressed Steel Co., to consumers is reported by J. F. Emhardt, general manager. Named the Columbia-Hallowell Lease Plan, it in effect adds a second arm to the Columbia dealer, Hallowell distributor marketing structure. The plan will include all products sold by Columbia-Hallowell. Mr. Emhardt stressed that the plan is designed to supplement sales, not compete with or replace them. For a booklet describing the plan write to F. B. Puckett, manager-outside sales, Columbia-Hallowell Div., Standard Pressed Steel Co., Jenkintown 88, Pa.

Automatic Instructor

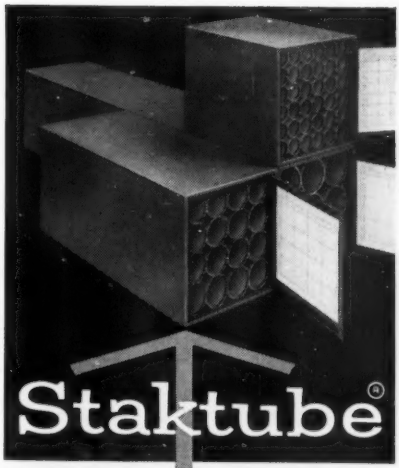
The U. S. Air Force has contracted for 18 automatic teaching machines, Western Design, Div. of U. S. Industries, Inc., Santa Barbara, Calif., reports. The Auto-Tutor will be tested by USAF for training in basic electronics. The machine was described in the February, 1960, issue of THE OFFICE, page 132.

Firemen, but No Water!

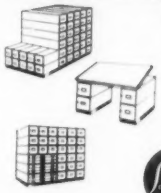
Milton Steinhardt, a Miami business man, has charged that firemen rushed to a fire at his office building but didn't bring any water. He says they used it all watering lawns. He's filed suit for damages.

New ARMA Chapter

A New Jersey Chapter was recently chartered by the American Records Management Assn. Joseph L. Kish, Lockheed Electronics Co., Plainfield, N. J., is president. Meets last Monday of each month at the Park Hotel, Plainfield.



Stacor's lifetime steel ROLL FILE SYSTEM



"Easy-file easy-find" system to keep rolled prints, plans, maps clean, safe. 32 sizes — 8 lengths, 4 tube diameters.

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COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults
Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

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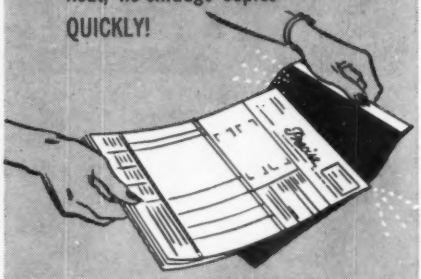
QUICKLY!



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For More Information Circle No. 396

Learn About Women

(Continued from page 186)

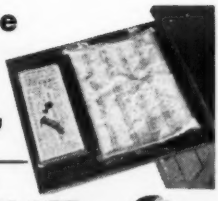
Man's chief salvation is woman's knowledge that she needs a man around. She is stronger biologically and psychologically, but physically he has the edge.

Furthermore, in most cases, she prefers a male supervisor. A man is regarded as more considerate, fairer, and either more tolerant or more understanding. She knows she can gain favors from him that another woman wouldn't listen to.

Because of this preference, you can readily see the importance of learning the temperaments of the different gals in your office. One may be shy while another thrives on an atmosphere of tension and high pressure. One may feel miserable at times if she feels she is not being given enough responsibil-

"Oh, gosh, we'll have to wait until morning to get out these reports."

Do You Have "DESK-SHELF MESS?"



clean it up with a

VISO-DESKPLATE

Be rid of dirty, taped and torn sheets on your desk shelf! The new heavy gauge plastic Viso-Deskplate keeps calendars, schedules, phone lists neat and clean.

Crystal clear—smooth to write on—unbreakable. Dirt or ink spots easily wiped off. Self-sealing hinge—just lift front edge to change material. Standard size 12½" x 15"—special sizes on request.

ORDER TODAY—SATISFACTION GUARANTEED

If your stationer does not have Viso-Deskplate, we ship postpaid for check with order (or open account to rated companies).

One for $2.95 Six for $16.80 Twelve for $31.85

Send dealer's name with order. Literature and sample on request.

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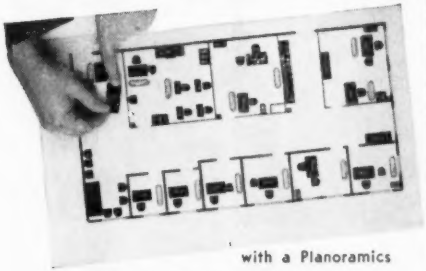

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Floor Plan LAYOUT KIT

adaptable to areas of any size and shape.

- **NEW** revolutionary kits scaled 1/4" or 1/8" to ft.
- **SELF-ADHERING** plastic templates can be used indefinitely!
- **SAVES** time and money. Nothing to wear out. Nothing to replace.

For descriptive catalog, FREE sample and simple directions, write . . .

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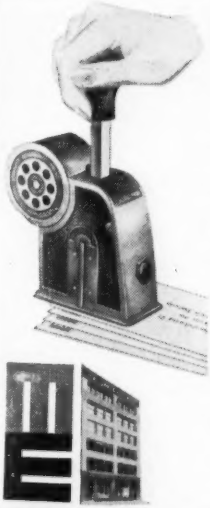


MAILERS STAMP AFFIXER

Affixes actual stamps instead of printed tape—for more personal-looking mail. A small, compact stamp affixer that can stamp thousands of envelopes a day. Easy to operate—no wires—no electricity. Can be stored in office desk or file. Loads rolls of 500 stamps at a time . . . in any denomination. Get one for regular mail—get one for air mail—get one for pre-cancelled mail—get one for every department. Use, also, to affix stamp-size advertising labels or stickers. Only $40.00 plus F.E.T.

Dealer Inquiries Invited

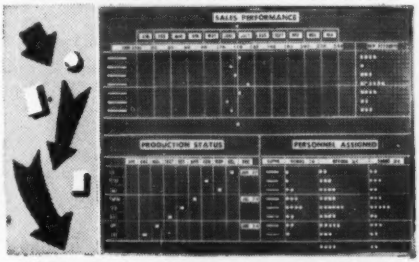
MAILERS EQUIPMENT CO. INC.

38C West 15th Street, New York 11, N. Y.

For More Information Circle No. 268

magnetic

VISUAL CONTROL BOARDS



Make Card and Peg Systems Obsolete

No fuss . . . no mess with cards, pegs, or other signal devices with "Maggie" Control Systems. Permanent colored magnetic indicators that move with finger-tip ease offer the easiest, quickest way to chart sales, production, inventories, traffic, etc. The first cost is the last cost because there are no cards or pegs to replace.

Packaged kits—board and magnetic indicators—begin at $49.50.

For further information, write to:

maggie magnetic visual aids corp.

11 West 42nd Street • New York 36, N. Y.

For More Information Circle No. 270

ity, and the girl next to her may be very competent if she isn't overtaxed.

It will help you to know that although each has a different personality, there is a great similarity between girls and cars—a good paint job can conceal the years, but the lines tell the story.

Now, for a number of reasons, I'm not going to give any advice. A man should never do that without first checking with his wife, and that I don't care to do. Besides, I've read that advice is something the wise don't need and fools won't use. But I'm going to make a few suggestions, and you can take them or leave them.

1. *Assert yourself.* Start by buying your own shirts and pants. It will give you a feeling of superiority and independence, and goodness knows we men need all of that we can get.

2. *Show interest in the ladies' welfare.* Keep small boxes of chocolates in your desk. When one of the gals seems to be unhappy about something, give her a box. Why? Because when a girl is unhappy she would much rather get fat than drunk, and that box of chocolates shows you are thinking of her welfare.

Keep a large bottle of aspirin, or a similar product, with the chocolates. A study has shown that 71% of the women complain of headaches, and when it comes to migraines five women workers

For More Information Circle No. 474

are victims for every two men. Be prepared to show your concern when she starts to complain, and dish out the pills freely.

3. *Praise the women.* They expect greater quantities of it than men do, and your failure to comment favorably on something may be interpreted as disapproval. You can find reason for a little praise under almost any circumstances. For example, there was the supervisor who said, "Mary, I believe you're the fastest typist we ever had," as he chased her around the desk. And there was the other fellow who, after checking on the arrival time of the receptionist, said with a smile, "Good morning Judy. I believe this is the earliest you've been late during the past three weeks."

4. *Keep them happy.* (And this is so important.) You may not be a big enough shot to get a new electric type-

"Who put sugar in my coffee?"

OFFICE SUPPLIES
& Akro-Mils Cabinets
go together to SAVE Time, Space and Nerves!

Units with from 6 to 128 drawers available . . . can be set on counters or shelves, hung from walls, even integrated into large supply cabinets. Different items have individual, clear plastic drawer or adjustable section. Easily indexed. Perfect for all small office supplies.

Efficient visual inventory control.

Write for our new catalog.

A-M

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Akron 9, Ohio

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Ask for C-THRU

America's quality drawing and computing devices approved by artists and draftsmen. They like their accuracy, their transparency, the ease of using them . . . and their many plus features. Triangles, French Curves, T-Squares, Protractors and many others. *Send for free Catalog*

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NEW! All Purpose 14½" PAPER CUTTER
SAFE . . . ACCURATE . . . STURDY . . . EASY TO OPERATE

At a Sensational Price
Only $139.50 List

ANYONE CAN OPERATE the **NEW HOMS M14 All Purpose 14½" Paper Cutter** easily, accurately and in complete safety. Precision engineered, the Model M14 has features matched only in higher priced cutters . . . such as: automatic safety device, heavy duty paper press, full length side guide, full width adjustable back gauge and two permanent rules so that back guide may be set and locked for any paper size required. **See your dealer TODAY!**

WRITE TODAY for BROCHURES
Complete INFORMATION, HOMS Office Products, Department O:

DOUGLAS HOMS CO., INC.
1314 ROLLINS ROAD
BURLINGAME, CALIFORNIA

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A LIGHT TOUCH makes NEAT ERASURES with a RUSH-FYBRGLASS ERASER

No slip sheet needed between carbon and copy. No erasing shield – the Rush Eraser is less than one character thick. In beautiful, life-time plastic case, handy to use as a pencil, with long-lasting propel-repel refills.

Order from your dealer or send 50¢ and dealer's name.

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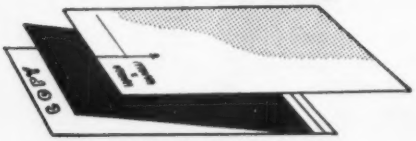

TWO WAY SALES PLAN THAT MEANS GREATER PROFIT!

Attractively packaged, top quality carbon second sheets, prompt delivery to your customers under your label.
DEMONSTRATOR kit assures first sale and automatic repeat sales.
Write for Samples and Dealer Plan

THE EXLINE-LOWDON COMPANY
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For More Information Circle No. 266

writer for each of the girls, but you could start with that little every day item known as the paper clip. They now come in assorted plastic colors. Imagine the pleasure that would result from your giving yellow paper clips to Jo, green to Mary, and red to Fannie. To each a color all her own.

Give them extra time off at noon for their weekly visit to the beauty parlor. Philip Baker, past president of the National Assn. of Hairdressers & Cosmetologists says, "There's nothing like a new hair style or a new hair color for a woman's morale. It can change her whole outlook on life . . . " So if you give her the time for something that means so much, imagine how indebted to you she will feel.

5. *Use women.* There is much work to be done. Remember, her time is your time from nine to five. Use it to your best advantage even if she is a career girl who has taken a job in your office with a subtle, definite plan, of trying to meet expenses, or just a guy.

Keep in mind that the hardest thing about holding your job is the work it requires, and remember at all times that the secret of your success may be the work performed by women. All of this may or may not help you in your dealings with them since you can't read their minds. However, it is a relief to know the average woman is predictable to this extent: if she feels she is being treated fairly, and that you recognize her as an intelligent individual, her gratitude will be manifest in her cooperation and application to the job at hand. Frankly, I don't see how you can ask for anything more.

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Select ROUGH and REBUILT

OFFICE MACHINES

EVERY MAKE···EVERY MODEL — AT TREMENDOUS SAVINGS!

- ADDERS • BOOKKEEPERS • CALCULATORS
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For More Information Circle No. 165

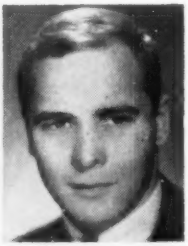
News of the Industry

Art Metal Sales Head

Raymond E. Dervey

Raymond E. Dervey was named director of sales and marketing, reports Falconer Jones, president, Art Metal, Inc. Mr. Dervey will be located at the company's general offices in New York and will be responsible for coordinating all sales activities. He has been a sales representative for several corporations and also a management and sales consultant. More recently he was president and general manager of a large midwestern manufacturer of various metal products.

Acco Operating Head



G. D. Murray III

G. Donald Murray III, executive vice president, Acco Products, was named active operating head of the Acco companies and has taken over the executive direction of Acco Products, Acco Canadian Co., Ltd., and Acco International. Theodore S. Gary was elected president and chief executive officer of the Acco companies to succeed Robert Morris.

Dictaphone Director Named

Carol Lyttle

Carol Lyttle, sales vice president, Dictaphone Corp., was recently elected a director of the company. The announcement was made by C. K. Woodbridge, chairman of the board. Mr. Lyttle was appointed vice president-sales in 1954. Prior to that he had been Dictaphone's New York City district sales manager.

Smith-Corona to Move

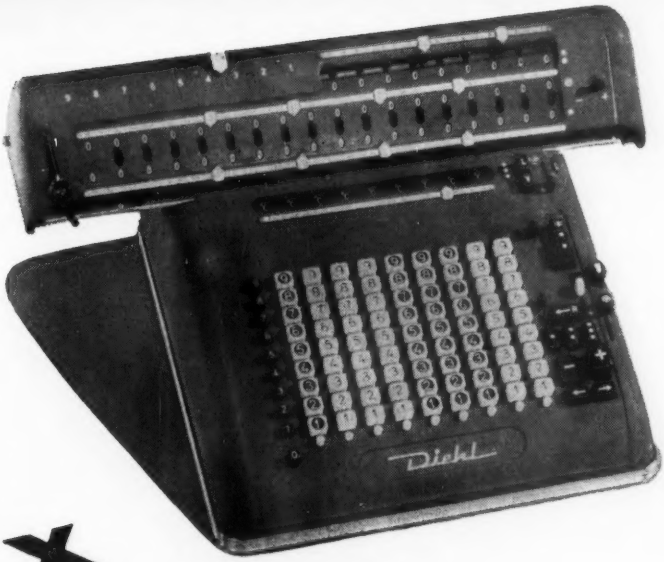
Smith-Corona Marchant Inc., will move its corporate headquarters from Syracuse to New York late 1960. In making the announcement, president Elwyn L. Smith said the decision to move was made because of the changing character of the company's operations. "We are today a multi-product company, with manufacturing operations throughout the country and abroad," he said. Arrangements have been completed for leasing the 12th and 13th floors of 410 Park Ave.

Stamp Affixers Bought

Mailers Equipment Co., 38 West 15th St., New York, has bought all rights, patents, dies, tools, parts and stock of Multipost Stamp Affixers from Friden, Inc., Commercial Controls Corp. Div. Mailers is now manufacturing the Stamp Affixers in New York. Sale of these ma-

Diehl

Automatic
Calculating Machine



Diehl

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527 MADISON AVENUE, NEW YORK 22, N. Y.

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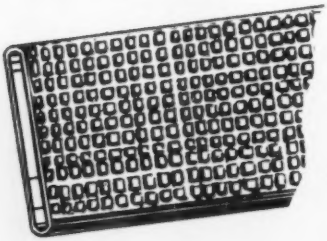
WHY PAY HIGH WAGES

to attach label holders when you stick 'em on yourself.

HOL-DEX gives you a permanent self-adhesive label holder that is guaranteed for the life of the fixture.

Just pressure of the finger and its on.



Special latex cloth adhesive with patented miniature vacuum cups assures permanency over the years.

Seamless tube of heavy transparent plastic keeps labels constantly visible and dirt free.

BOOST morale - enjoy good housekeeping in your stockroom and office by labeling with HOL-DEX.

Standard 6-inch lengths in ⅜" - ½" - ¾" - 1" & 2" widths. Lengths up to 36 inches available. Stock colors: Clear, Green, Blue, Red, Lemon

Sample and literature available upon request. YOU'LL FIND MANY MONEY-SAVING WAYS TO USE HOL-DEX.

CEL-U-DEX CORPORATION New Windsor, Newburgh, New York

For More Information Circle No. 315

chines will now be available to all dealers and stationers. Formerly it was restricted to Friden agencies.

Remington Rand Vice President

John T. Jackson was named vice president-planning of Remington Rand Div., Sperry Rand Corp., reports Kenneth R. Herman, president. Mr. Jackson was associated with International Telephone and Telegraph Corp. since 1953. He was elected a vice president of that company in 1959.

Robertson Sales Management

A major change in the sales management of Robertson Photo-Mechanix, Inc., manufacturer of industrial and graphic arts equipment, was announced. W. Bayne Gibson, formerly field sales manager for Dycril Printing Plate Div., E. I. DuPont de Nemours & Co., was named to the newly created position of vice president-sales. D. Thomas Kennedy will continue as sales manager of photomechanical products. D. Franklin Keller, chairman of the company the past seven years, is retiring. He was president and general manager from 1948-53.

Elliott Advertising Manager

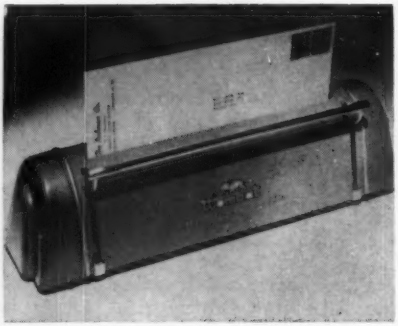
Charles S. Turpin Jr. was named advertising and sales promotion manager of Elliot Addressing Machine Co. Announcement was by Francis D. Whiting, vice president-marketing. Mr. Turpin was formerly with the Bay State Abrasives Co., Westboro, Mass.

RCA Expands EDP Div.

Expansion of the Electronic Data Processing Div., Radio Corp. of America, was reported by Donald H. Kunsman, vice-president and general manager of the division. Mr. Kunsman said it had been decided to realign and expand the division as "a natural consequence of RCA's growing successes in the electronic computer and data communications fields." He said that with over 100 systems already installed or on order and new orders coming in every day, it became obvious that the division had to be broadened and departmentalized to best serve the company's customers. Named to top posts in the commercial systems dept. were George W. Dick, div. vice president; George E. Dashiell, div. vice president - marketing; Robert Bruce, sales manager. J. Wesley

Miller-Trojan Co., Troy, Ohio, recently moved its engineering and sales personnel into this new administrative building. The 2400 sq. ft. addition has enabled the firm to increase productive capacity by installing new machinery and an electronics laboratory. A color lab is to be added shortly.

It's *Brand New*
THE FASTEST SELLING MOST PROFITABLE OFFICE APPLIANCE OF 1960!



Retail List
$29.95
Price slightly higher west of Rockies, Alaska and Hawaii.

★ **FAST . . .** Automatically aligns and opens letters in a fraction of the time.

★ **SAFE . . .** No skill needed to operate. No way to get hurt or cut.

★ **SURE . . .** Opens even extra bulky letters without mutilating contents.

REDMAN'S WOMBAT LETTER OPENER

Here is the perfect letter opener for the 95% of *your* customers that are still opening their letters with the old-fashioned "mutilating-blade" letter openers.
With fingertip control . . . almost automatically . . . the Wombat opens 40 to 50 letters a minute . . . top, bottom or either side. Saves hours of time each week in the small or medium-sized office, store or factory.
The unit has self-sharpening cutting blade, rubber feet, steel bearings, chrome trim and is Unconditionally Guaranteed for 5 years!

For complete information and wholesale price list . . . write, wire or phone

The REDMAN COMPANY
Dept. O-9 Phone: AVenue 3-0322
6028 N. Cicero Ave. Chicago, Illinois

For More Information Circle No. 375

Leas was named manager, data communications and custom projects dept. The industrial computer system dept. continues to be managed by Charles M. Lewis. John E. Johnson was named div. vice president, commercial and industrial marketing relations; and Pinckney B. Reed, div. vice president, federal government marketing relations. Mr. Dick formerly was marketing vice president of American Mutual Liability Insurance Co. Prior to that he was with IBM 17 years, becoming ad manager of the data processing and military products divisions.

Peerless Photocopy Sales

Rodney W. Roeber, asst. sales manager, Peerless Photo Products, Inc., has been put in charge of national office photocopy sales, reports Arthur W. Taber, vice president-sales. Mr. Roeber will see to the marketing of Dri-Stat and Quick Silver photocopy lines through the firm's 150 dealers and distributors throughout the country.

Old Town Manufacturing Head

Paul Sickle is now director of manufacturing of Old Town Corp. Announcement was made by James H. McGraw III, vice president and treasurer. Mr. Sickle comes to Old Town with a comprehensive knowledge of the carbon industry. Named too were Herbert N. Halberstadt as director of purchasing and Walter C. Rabe as sales service manager. Mr. Halberstadt has a broad background of manufacturing and administrative experience and has been with the company some years. In addition to his other posts he has also been product manager for international operations since 1957. Mr. Rabe, previously executive assistant to the vice president-sales, joined the company in 1959.

Smith-Corona Appointments

Arthur P. Wales was appointed special assistant to the general sales manager of Smith-Corona Div., Smith-Corona Marchant Inc. Announcement was made by

"Guyenne"

We offer the top quality line of nylon typewriter ribbons in a new and most exciting assortment of plastic packagings, to a qualified American distributor for sale in the U.S. In addition to top quality and handsome packaging, the appealing prices are sufficiently low to guarantee a ready market, continuous repeat business and good profits to the U. S. A. distributor.

Ets. L. DELPLANQUE—GUYENNE
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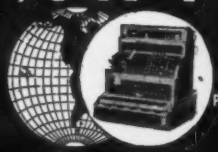

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Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.

For More Information Circle No. 391

Leslie C. Overlook, vice president-marketing. Mr. Wales, a former regional sales manager, joined the firm in 1936. Also announced was the appointment of Alton T. Davis as corporate regional sales manager for the southeast. Mr. Davis joined the firm in 1933 and was formerly Marchant division area director.

Photocopy Vice President

Mike Abrams

Mike Abrams was named vice president and director of sales for the Dealer Div., International Photocopy Corp., at a recent meeting of the directors. The announcement was made by Otto Clark, president. Mr. Abrams joined the company in 1957. Before that he was with American Photocopy Equipment Co.

Pencil Industry in Danger?

The U. S. pencil industry has lost almost its entire export market and is in danger of losing a big part of its domestic market. So Frank G. Atkinson, president, Lead Pencil Mfgs. Assn. told the U. S. Tariff Commission recently. Mr. Atkinson, who also heads the Joseph Dixon Crucible Co., said that exports have fallen 87.2% between 1947 and 1959. In the domestic market prices have not increased much while production costs have risen almost 200% in 25 years.

New Bruning Division

Guilford Finishing Co., Guilford, Conn., a wholly-owned subsidiary of Charles Bruning Co., Inc., will be operated as a Bruning division beginning Jan. 1, 1961. The announcement was made jointly by Bruning president Herbert F. Bruning and Guilford president John W. Gibson. The new division will continue to be managed by Mr. Gibson and Frank O. Gibson, the vice president. Guilford makes drafting and reproduction cloths, the Bruning line of transparentized tracing papers, drafting and reproduction films. Its coating plant

was recently expanded to accommodate the transparentizing of a diazo intermediate paper.

Clary Computer Manager

Appointment of Edson I. Small as general manager of the Computer Div., Clary Corp. was announced by Hugh L. Clary, president. Mr. Small will direct a national program for the expansion of computer operations. Most recently, he was senior consultant at Booz, Allen & Hamilton, New York management consultants. Previously he was with the Underwood Corp. as director of marketing and Monroe Calculating Machine Co. as director of sales planning and control.

Elliott's Regional Managers

Appointment of three regional managers is reported by Francis Whiting, vice president-marketing, Elliott Addressing Machine Co. They are: Clive Thompson, eastern regional manager; George Grim, central regional manager; Allan Alexander, western regional manager. Mr. Thompson was formerly with Charles Bruning Co. Mr. Grim was branch manager of Elliott's Chicago office. Mr. Alexander came to Elliott from the Remington Rand Div. of Sperry Rand Corp.

Ozalid Sales Appointment

Kenneth Dorman is sales promotion supervisor for Ozalid Div., General Aniline & Film Corp., marketing manager James A. Travis reports. Prior to his association with Ozalid, Mr. Dorman was vice president of Hampton Processes, Inc., Newton, N. J., manufacturer of office reproduction supplies.

Adair Heads Western

Paul H. Adair was appointed president of Western Mfg. Co., Aurora, Ill., manufacturer of Wesco, Fashion-Aire and Econom-Aire steel office furniture. Mr. Adair helped found the company in 1946. Since then he has served as production

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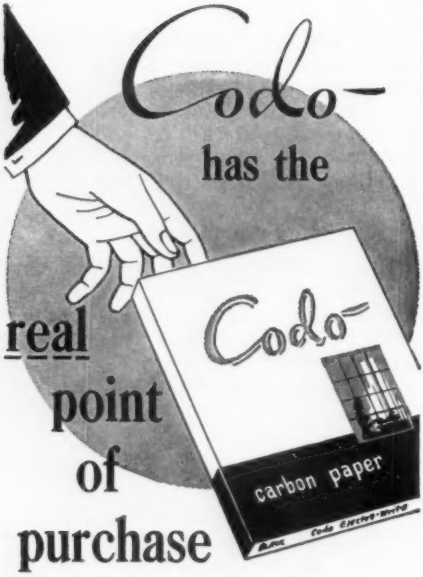

CODO'S "ELECTRO-WRITE" CARBON PAPER is a wise choice for two IMPORTANT reasons:

- Copies made on an Electric Typewriter complement the original! They're sharp, clean, and clear, and - - -
- You can use this Carbon Paper with Manual Typewriters as well! Same outstanding appearance; same long life.

Try it with a Codo Carbon Gripper for TOP RESULTS! Samples Free!

Codo MANUFACTURING CORP.
Dept. O
Leetsdale, Pa.

Attach this coupon to your Company's letterhead and send for free samples of "Electro-Write."

NAME.....

ADDRESS.....

For More Information Circle No. 446

manager, chief engineer and secretary-treasurer. He succeeds R. R. Bentson, who is entering the retail field.

Timemaster-Dashew Contract

Dashew Business Machines, Inc., has signed a contract with Timemaster Systems, Inc., Sacramento, Calif. for worldwide sales and distribution of all Timemaster products. Timemaster makes a complete line of systems forms and write-it-once accounting equipment. The agreement is expected to add about $1,400,000 to current Dashew billings.

Huron's Eastern Warehouse

Port Huron Sulphite & Paper Co. announces the setting up of an eastern warehouse for faster and more convenient service for its east coast customers. It will serve the eastern market for Huron Copysette and Huron Roll and Sheet Carbons.

Copease Names Judd

Burke N. Judd was named assistant manager of the Duplicating Div., Copease Corp. Mr. Judd will assist James Hertsch, manager, in supervising sales of Copease Copilith Offset Presses and Copease-Banda Spirit Duplicators.

Calculagraph Names Two

Emery Angevine was named to the newly created post of field relations supervisor of Industrial Div., Calculagraph Co. Andrew Chorniewy was named eastern sales supervisor of the same division of the Harrison, N. J. firm.

Office Equipment Lease Plan

A long-term lease plan covering all typewriter, adding-calculating machine, and systems products is announced by Kenneth R. Herman, president, Remington Rand Div., Sperry Rand Corp., and Robert Sheridan, president, Nationwide Leasing Co. Leases can range from as little as $175 for single adding machines to hundreds of thousands of dollars for complete office systems. Leases are ex-

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"KOH-I-BALL"

. . . the New Double-Ended Ball-Point Pencil

• **writes RED** • **writes BLUE**

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

- ***polished brass nose-pieces***
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Packed either 12 Koh-I-Balls on a display card or in a dozen box.

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No heavy lifting of filled trays

FIRE PROTECTION at point of use.

Special Features: New Keylocking "T" handle with 2-point locking. Drawer extends 29½" clear of cabinet on extra heavy duty suspensions. Write for complete information and prices.

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Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

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76

Office Equipment Manufacturers . . .

advertise to 76 markets!

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Hong Kong
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Luxembourg
Madagascar
Madeira Island
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Nepal
Netherlands
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Office Equipment Exporter

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pected to range from 39 to 65 months. But it will be possible to draw up agreements for as little as two years or as long as ten. Plan is available throughout the country from Remington salesmen and agents. For details write Remington Rand, 315 Park Ave. S., New York 10.

NCR Marketing Appointments

Expansion of marketing responsibilities for accounting machines and electronic data processing systems and services was announced by Harry C. Keesecker, vice president-marketing, National Cash Register Co. Under the new setup there are three major areas of responsibilities under the supervision of Owen B. Gardner, vice president-accounting and data processing machine sales. These are: accounting machine sales; data processing machine sales and support; data processing center administration. Named to manage sales of conventional accounting machines was J. R. Madison Jr. who joined the firm in 1946. Prior to his recent appointment he was accounting machine sales manager for NCR in Elizabeth, N. J. Harry Wise, formerly manager of NCR's Toledo branch, was appointed manager of data processing sales and support. E. C. Yowell, previously manager of the former electronic machine sales department, was named director of data processing machine sales support. T. R. Bitterly, former assistant manager of the electronic machine sales department, was named director of data processing machine sales. Both he and Dr. Yowell will report to Mr. Wise.

Davidson Advertising Manager

William H. Walker was appointed advertising manager of Davidson Corp., subsidiary of Mergenthaler Linotype Co., Brooklyn, N. Y. Prior to joining Davidson, Mr. Walker was with the advertising department of the Long Lines Department of A. T. & T. Before that he was assistant production manager at Batten, Barton, Durstine & Osborn's Los Angeles office.

KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES...

Special engineering is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

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WRITER

One girl addresses more than 2,000 media daily with this uniquely effective hand size machine.
Put addresses or short messages on envelopes, labels, statements, postal cards, literature, etc.

Thousands in use coast to coast by stores, restaurants, independent businessmen, salesmen and others with addressing jobs to do.

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Insist On A
FUTURISTIC GALAXIE
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Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

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GENUINE ENGRAVED LETTERHEADS $15.00 FOR 1000
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500 $11 • 1000 $15
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For More Information Circle No. 384

Remington Rand Moves

Remington Rand Systems Div., Sperry Rand Corp. has moved into New York's Chanin Bldg., 122 E. 42nd St. The move, made necessary by staff expansion, consolidates personnel previously at several locations.

Schwab's New Distributor

Schwab Safe Co., Lafayette, Ind., reports that Carpenter Paper Co., 303 South 66th St., Houston 11, Texas, is wholesale distributor for its line of safes, insulated filing cabinets, ledger files, burglar chests, wall safes, and home chests.

Addressograph Sales Post

William Fieldcamp was named Addressograph assistant sales manager, reports Addressograph-Multigraph Corp. His primary responsibility will be the expansion of Addressograph markets and product applications throughout the U. S.

Pacemaker Tipper-Collator

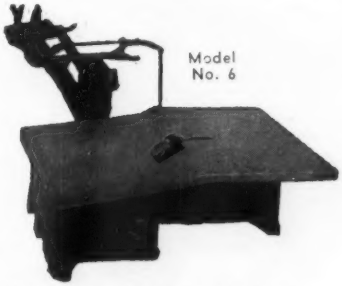
Super Speed Printing Machinery, Inc., Chicago, has bought the manufacturing facilities for the Pacemaker Tipper-Collator from Printing Specialties, Inc., Detroit. Announcement was made by Super Speed president, Ira J. Lipson.

Richard A. Jonas

Richard A. Jonas, Sr. died July 27. He was 97. In 1882, with his brother the late Charles S. Jonas, he founded the paper ruling business that became the present Oxford Filing Supply Co., Inc. Shortly after the turn of the century, Mr. Jonas became interested in products to do with card index systems and vertical filing. He invented and developed machinery for the production of these products and adopted the Oxford trade mark. In 1920, the company name was changed to Oxford Filing Supply Co. At his death he was chairman of the company.

CUT YOUR MAILING COSTS!

with the Model No. 6



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1 pound

4 ounces

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Now secretaries can rest easier when they make an occasional error—with SNOPAKE on the job. It's a marvelous new white opaque paint that is flexible, easy to apply and amazingly fast drying. Merely paint over the error with SNOPAKE, let dry for an instant and then type right over the area. The result—a smooth, perfect job. Designed especially for typing for photographic reproduction—Offset, Xerox, etc. Artists, too, find SNOPAKE far superior to any opaquing solution now known. See your dealer. If he can't supply you, send $1.00 for trial bottle.

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For More Information Circle No. 355

Work Measurement

(Continued from page 93)

group, theater tickets, a new hat for each girl, etc. He further suggests that, if in any month the figures do not warrant making an award, this money would be eliminated from the fund. The plan is simple, inexpensive to operate and based on sound calculations. The standard, while not as exact as it might be, nevertheless has been soundly developed. It includes all the normal delays, personal time and coffee breaks, and the principle of group effort is still the most important aspect. An incentive plan as soundly developed as this has an excellent chance of being accepted by management and employees.

In reviewing what might be accomplished in our mythical order department, it is easy to see that office work measurement is practical and inexpensive for even a small office. Our supervisor, by himself, developed the yardstick that enabled him to measure how well his group improved their performance. His use of a simple time and work count report enabled him to highlight areas affecting the productivity of the group and, most important, he took steps to correct the cause of delays. His ultimate decision to obtain higher productivity through a form of simple incentive shows how complete a tool this concept of office work measurement is. It should be borne in mind that a considerable amount of whatever success such a plan might have rests upon the supervisor's intelligent efforts to provide good employee relations by selling, telling and explaining his plans each step of the way.

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Now!

Do your business secrets leak out thru your waste paper baskets? Too often confidential letters, sales and accounting records, engineering data, specifications and business records of many kinds find their way into unauthorized hands — after someone thought they'd been destroyed.

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Write for catalog giving full information and 10 day free trial offer.

SAA 3439-16

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Savings start with your order of the new, precise Vertical 18". Its low $1095 price is at least $280 below similar cameras offering fewer performance advantages. In operation, you'll cut negative, photocopy and stat costs up to 75% and save hours now wasted in sending work out. It pays to get the full story. Write Goodkin today!

- Exclusive "Balanced Lighting" — reflectors travel with copyboard, assuring uniform intensity throughout entire range of exposures.
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SAVE $280 with this new precise camera!

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Prices slightly higher Denver and West

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National Conference & Exhibit Calendar

National Business Forms Associates, Chase Park-Plaza Hotel, St. Louis, Sept. 14-17.

American Society of Women Accountants, Hotel Warwick, Philadelphia, Sept. 22-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 24-28.

American Institute of Certified Public Accountants, Bellevue-Stratford & Sheridan Hotels, Philadelphia, Sept. 25-28.

Society of American Archivists, Somerset Hotel, Boston, Oct. 4-7.

National Assn. for Bank Audit, Control & Operation, Statler Hotel, Los Angeles, Oct. 9-12.

National Office Management Assn., Atlanta Biltmore Hotel, Atlanta, Ga., Oct. 10-12.

Systems & Procedures Assn. of America, Commodore Hotel, New York, Oct. 10-12.

American Records Management Assn., Plankinton House, Milwaukee, Oct. 19-22.

Controllers Institute of America, Fairmont Hotel, San Francisco, Oct. 22-26.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 23-26.

National Business Show, Coliseum, New York, Oct. 24-28.

Office Equipment Manufacturers Exhibits, Memorial Sports Arena, Los Angeles, Nov. 1-4.

American Production & Inventory Control Society, Sheraton-Cadillac Hotel, Detroit, Nov. 3-4.

Society of Reproduction Engineers, Sherman Hotel, Chicago, Dec. 3-6.

OFFICE EXHIBIT ABROAD

Life Office Management Assn., Royal York Hotel, Toronto, Canada, Sept. 26-28.

Business Efficiency Exhibition, Olympia. London, Oct. 3-12.

International Office Equipment Exhibit, (S.I.C.O.B.), Paris, Oct. 14-23.

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when it arrived . . . how long it took . . . when it left.

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As We See It...

Although the march of automation continues, emphasized by computers and data processing systems, it has not had thus far the depressing effect on the use of conventional office equipment frequently forecast. If the present pace continues, total estimated 1960 volume will show office executives to have set record buying levels. Here are a few examples:

* * *

260,000 electric typewriters; 400,000 standards.

* * *

$1 billion of office furniture.

* * *

140,000 duplicating machines (offset, spirit, stencil).

* * *

Over $400,000,000 of business forms.

* * *

420,000 adding machines, mostly ten-key.

* * *

$7,000,000 of pencil sharpeners.

* * *

5,500 folding machines.

* * *

140,000 calculators, of which the increasingly popular printing calculator will account for 40%.

* * *

Nearly $70,000,000 of carbon paper.

* * *

140,000 mailing and parcel post scales.

* * *

Close to $300,000,000 of copying machines and supplies.

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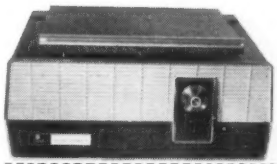

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